

*T. W.*

# Modern LITHOGRAPHY

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JUNE - 1948 - VOLUME 16 - NUMBER 6

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The pressroom at National Process Company's new plant. (See page 38)

**Fast Orange 77P**

## **Senelith Inks**

were the first lithographic inks  
made from dyestuffs  
treated with sodium tungstate  
for better sunfastness  
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with their outstanding resistance properties

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During the war crude natural rubber—as if you didn't know—was scarce. *But Roberts & Porter was never quite satisfied with crude natural rubber offset rubber blankets anyway.* Too resilient, too much stretch, too great a tendency to emboss.\*

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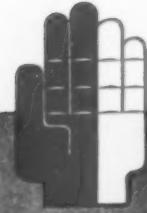
**ROBERTS &  
PORTER, INC.**

CHICAGO 402 S. Market St. DETROIT 481 W. Columbia St.

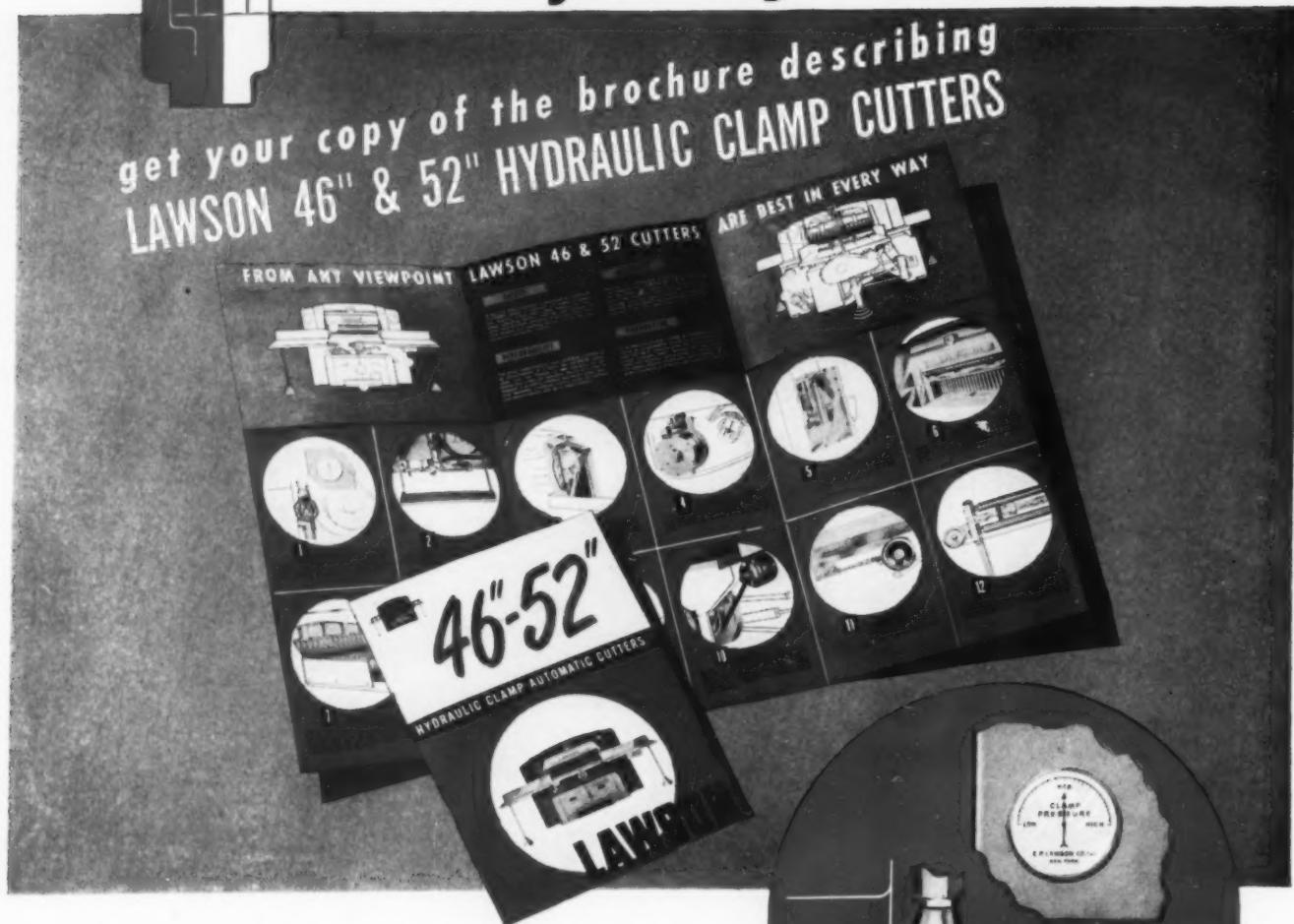
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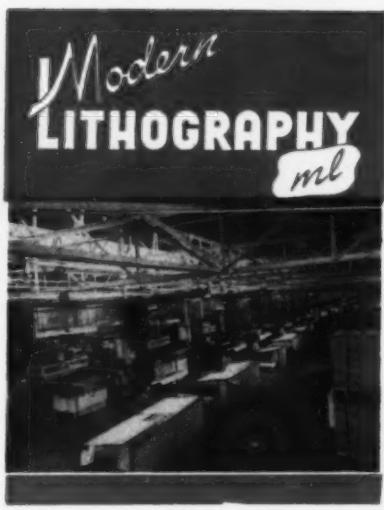


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PIONEERS IN PAPER CUTTING MACHINERY SINCE 1898



### THE COVER

A view of the pressroom at National Process Company's new plant at Clifton, N.J. The main building, in which the pressroom is located, is 620 feet long and 100 feet wide. National's modernization program reduced the number of presses from 22 to 15, and through higher speeds and larger sizes, increased the press capacity of the plant. Story and more pictures, page 38.



ROBERT P. LONG  
Editor

IRENE H. SAYRE  
Technical Editor

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Business Manager

Address all correspondence to  
254 W. 31st St., New York 1, N.Y.

JUNE, 1948

VOLUME XVI, No. 6

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## MODERN LITHOGRAPHY

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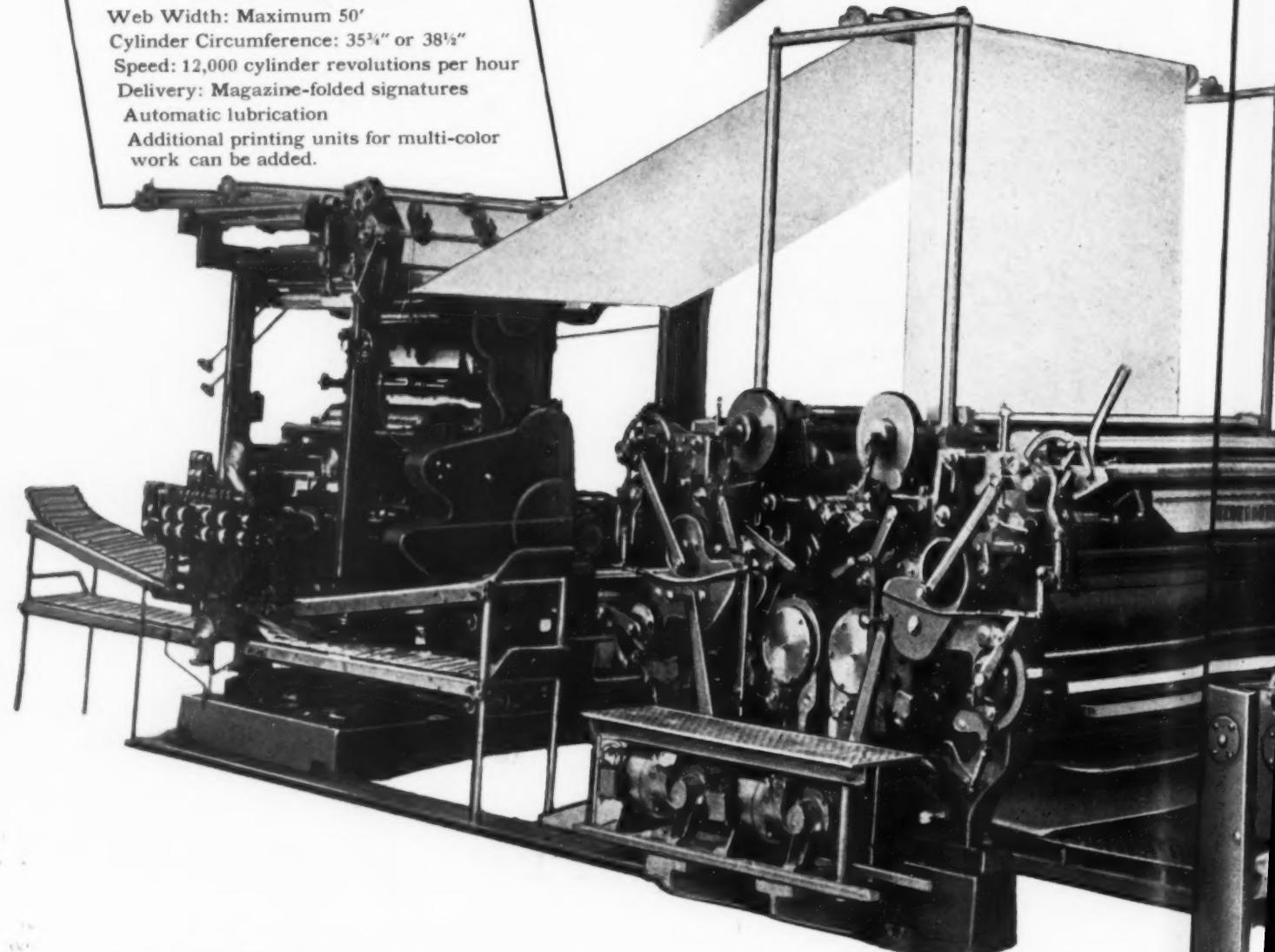
WAYNE E. DORLAND, President; GRANT A. DORLAND, Vice-President; IRA P. MAGNAIR, Secretary-Treasurer. Published monthly on the 15th by Industry Publications, Inc., 123 Market Place, Baltimore 2, Md. Advertising and Editorial Offices, 254 W. 31st St., New York 1, N.Y. Advertising rates made known on application. Closing date for copy—25th of the month previous to date of issue. Entered as second class matter at the Post Office at Baltimore, Md., under the Act of March 3, 1879.

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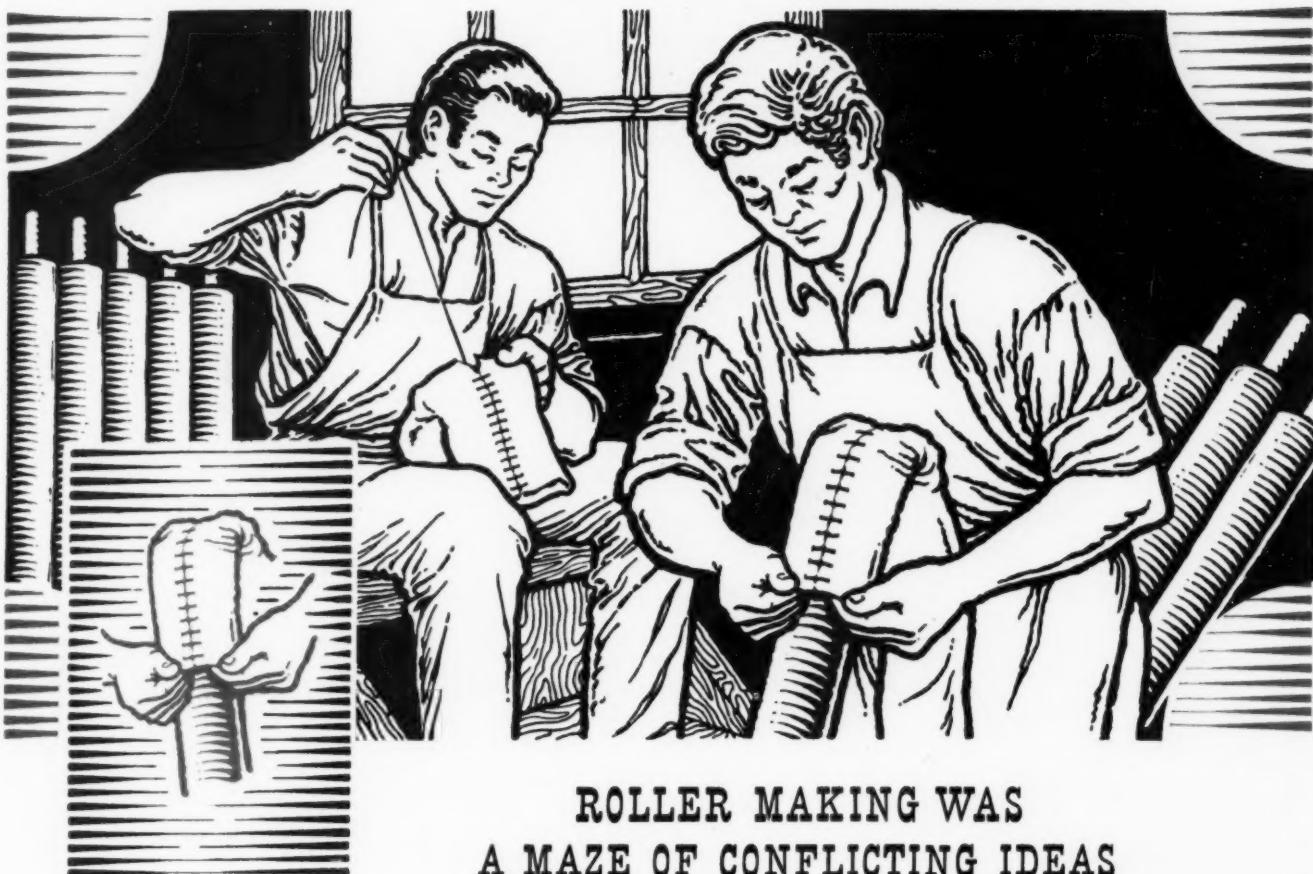


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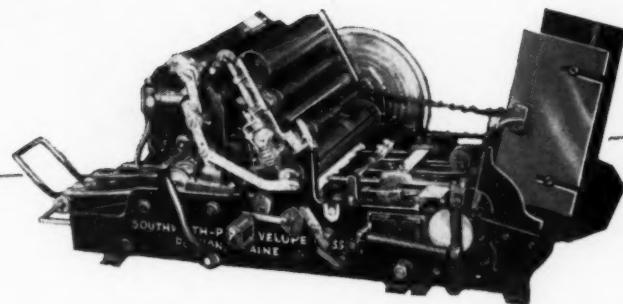
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*Included in Oxford's line of quality printing and label papers are: Polar Superfine Enamel, Maineflex Enamel Offset, Maineflex C1S Litho, Mainefold Enamel, White Seal Enamel, Engravatone Coated, Carfax English Finish, Super and Antique, Aquaset Offset and Duplex Label.*



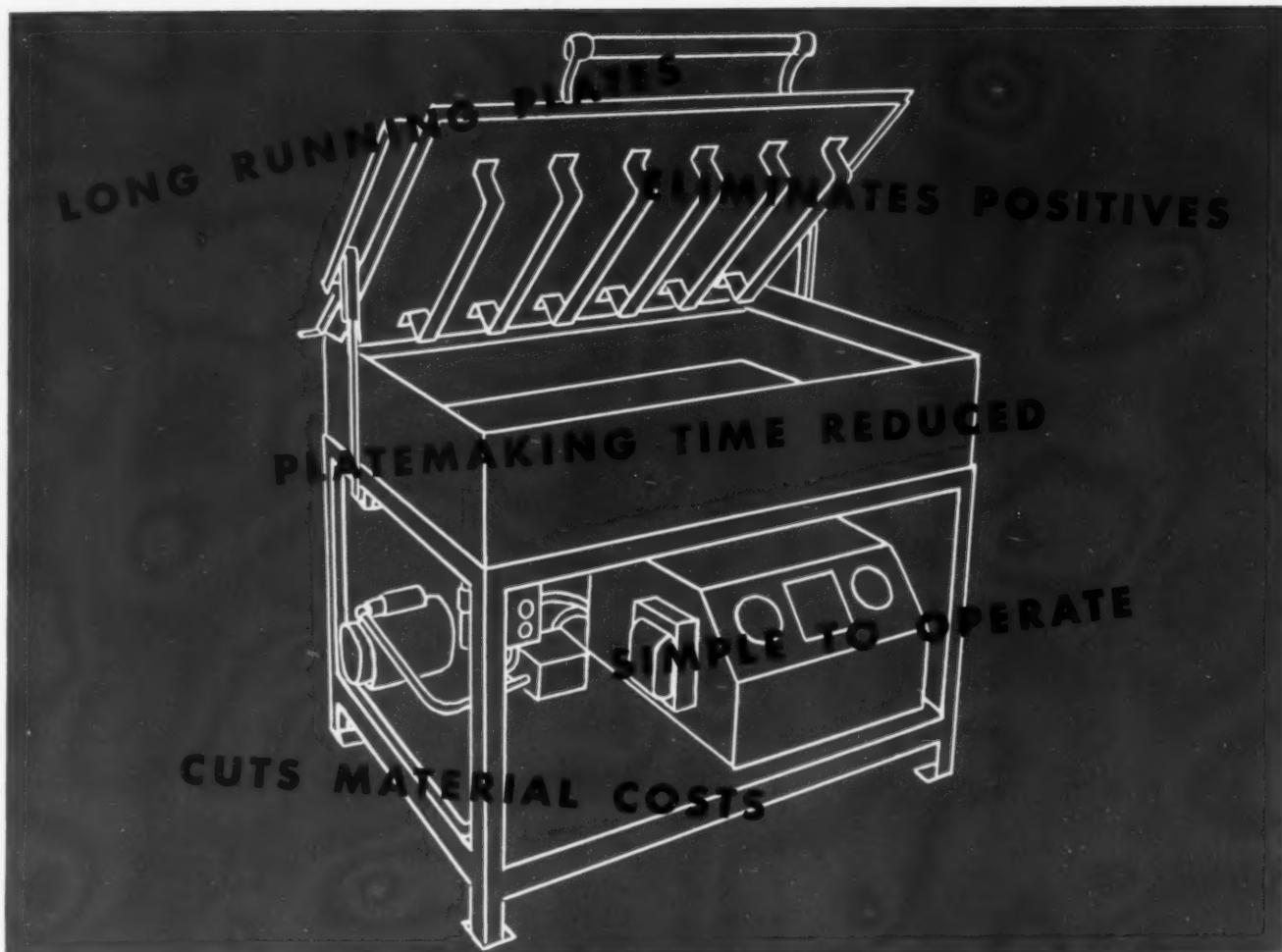
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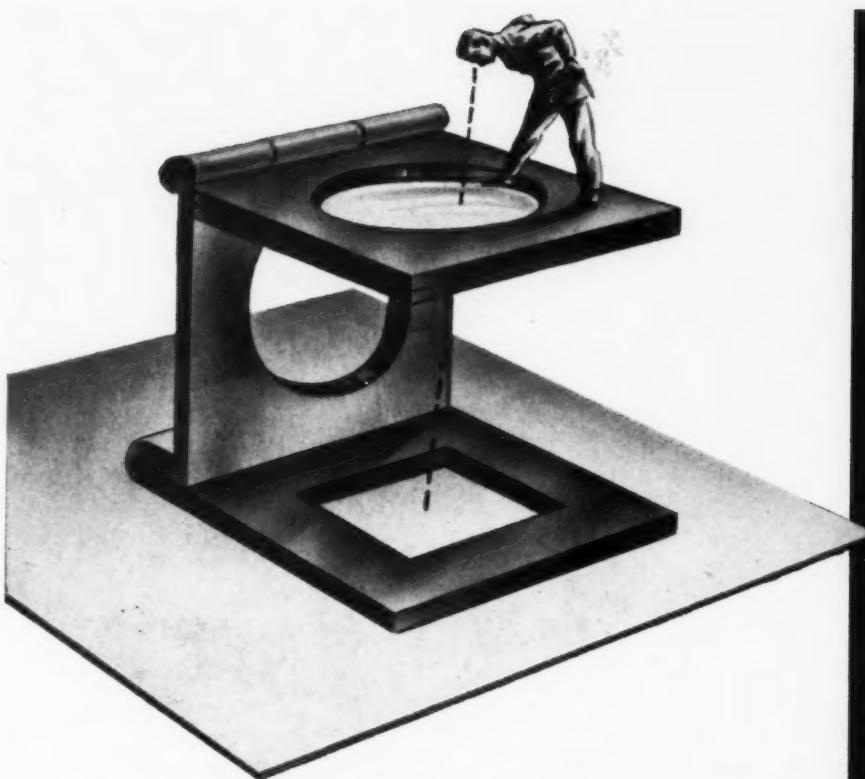
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Wheelwright lines—like the rugs and carpets that they help to sell—continue in steady demand . . . and increased production by "Paper Makers to America," itself an expanding industry, is gradually providing adequate supplies of "the best buy in paper today."

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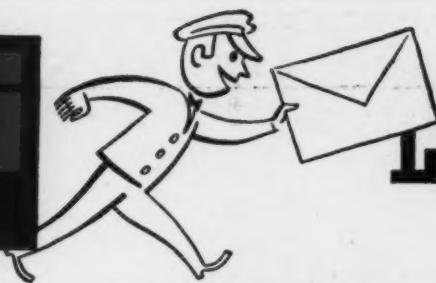
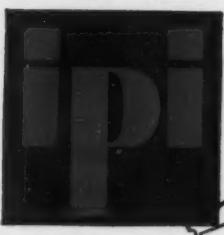
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## "WAITED ALL MY LIFE FOR THIS BLACK!", SAYS BALTIMORE OFFSET LITHOGRAPHER

Al Caldwell, boss man at Universal Lithographers, Inc., Baltimore, Md., is a good friend and customer of ours. But he had never been quite satisfied with the kind of offset black he was able to get, either from us or anybody else—that is, until recently when we introduced him to our Offset Black OA-22.

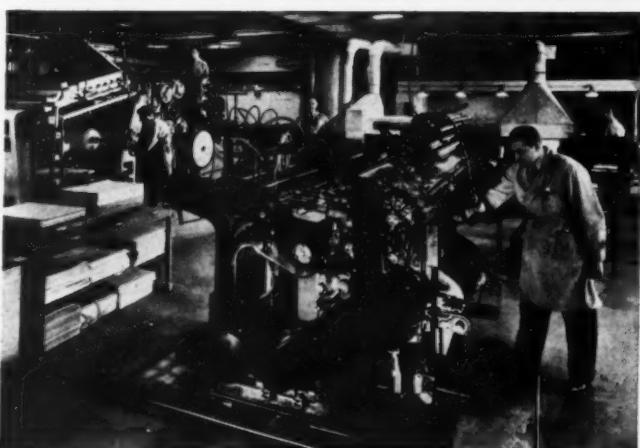
He has been using it ever since in increasing quantities. The other day he told Ed Perry, our Baltimore Branch Manager:

*"All my life I have been asking the industry for a black black offset ink. At last I've got it in your OA-22. I even have to*

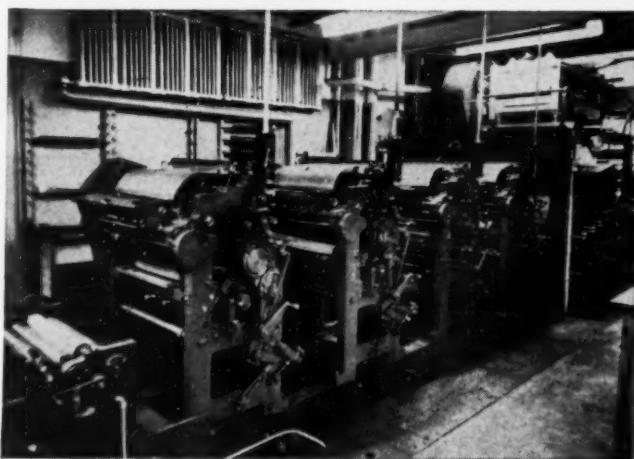


*reduce it sometimes. Don't change it or improve it. Just keep on giving it to me as good as it is now."*

Are you happy with the offset black you are using? If not, you might like to try OA-22.



IPI "press-tested" inks for sheet-fed offset, such as our new blacker offset black No. OA-22, are tested on this press in the IPI Laboratory.



IPI "press-tested" web offset inks, including Vapolith heat-set inks, are tested on this commercial 4-color web offset press in the IPI Laboratory.

### "PRESS-TESTED" MEANS WHAT IT SAYS WHEN IT'S USED WITH IPI OFFSET INKS

You know how important it is that the inks you receive be absolutely dependable for commercial work under commercial operating conditions.

That's why new IPI offset inks are press-tested again and again before they are offered

to the industry. Testing is done on commercial presses such as the 4-color web offset press and the sheet-fed offset press which illustrate this report, and which are only part of the press equipment in our laboratories.

The web offset press is equipped with both gas and electric heating units for testing advanced methods of drying.

The new IPI offset blacks and the new IPI colored offset inks are press-tested on these presses. So are IPI Vapolith inks for both web and sheet-fed presses.

#### Vapolith Inks More Popular Than Ever

Vapolith inks for sheet-fed presses are now being used by offset lithographers in greater quantities than ever before. Reports on performance are enthusiastic.

Because of the speed with which these inks set, more ink stays on top of the sheet, giv-

### READY NOW—NEW IPI OFFSET COLOR GUIDES

As we go to press with this page, it looks as though our new Offset Color Guide will be off the press before this notice appears (we hope).

The Guide has been designed according to the ideas and suggestions of hundreds of offset lithographers. It contains 108 color samples, process colors, halftone blacks, and bond inks.

This is the first printing of the IPI Offset Color Guide since the war, and if you would like a copy we suggest you write early on your letterhead—reason: it's free to offset lithographers who do write on their letterhead.



This new IPI Offset Color Guide is free to offset lithographers who write for it on their letterhead. It contains 108 color samples, process colors, halftone blacks, bond inks.

ing greater brilliance of color and improved finish.

They dry without heat in 1 to 5 hours, and while we do not recommend them for speeding up the bronzing operation, Vapolith lithographed sheets have been put through the bronzing machine a few hours after leaving the press.

Special rollers and blankets (good for use with conventional inks also) must be used with Vapolith inks, otherwise there is no difference in handling. Try a test on your presses. Call your local IPI branch to make arrangements.

# PRESS SCHEDULE

CUSTOMER	QUANTITY	DATE PROMISED
----------	----------	---------------

*"Nekoosa helps us get 'em out on time!"*

Printers and lithographers tell us that they like to work with Nekoosa Bond. Always lies flat. Doesn't curl or wrinkle. Cuts press stops down to a minimum, because it goes through so fast and smooth. Offset or letterpress, if you have a schedule to meet, count on Nekoosa Bond for help on saving time—and turning out a mighty fine looking job.

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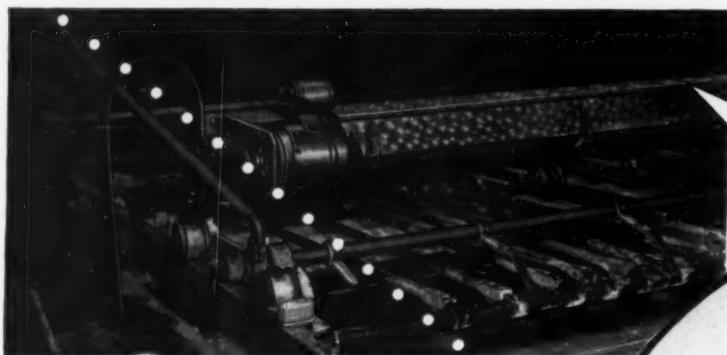
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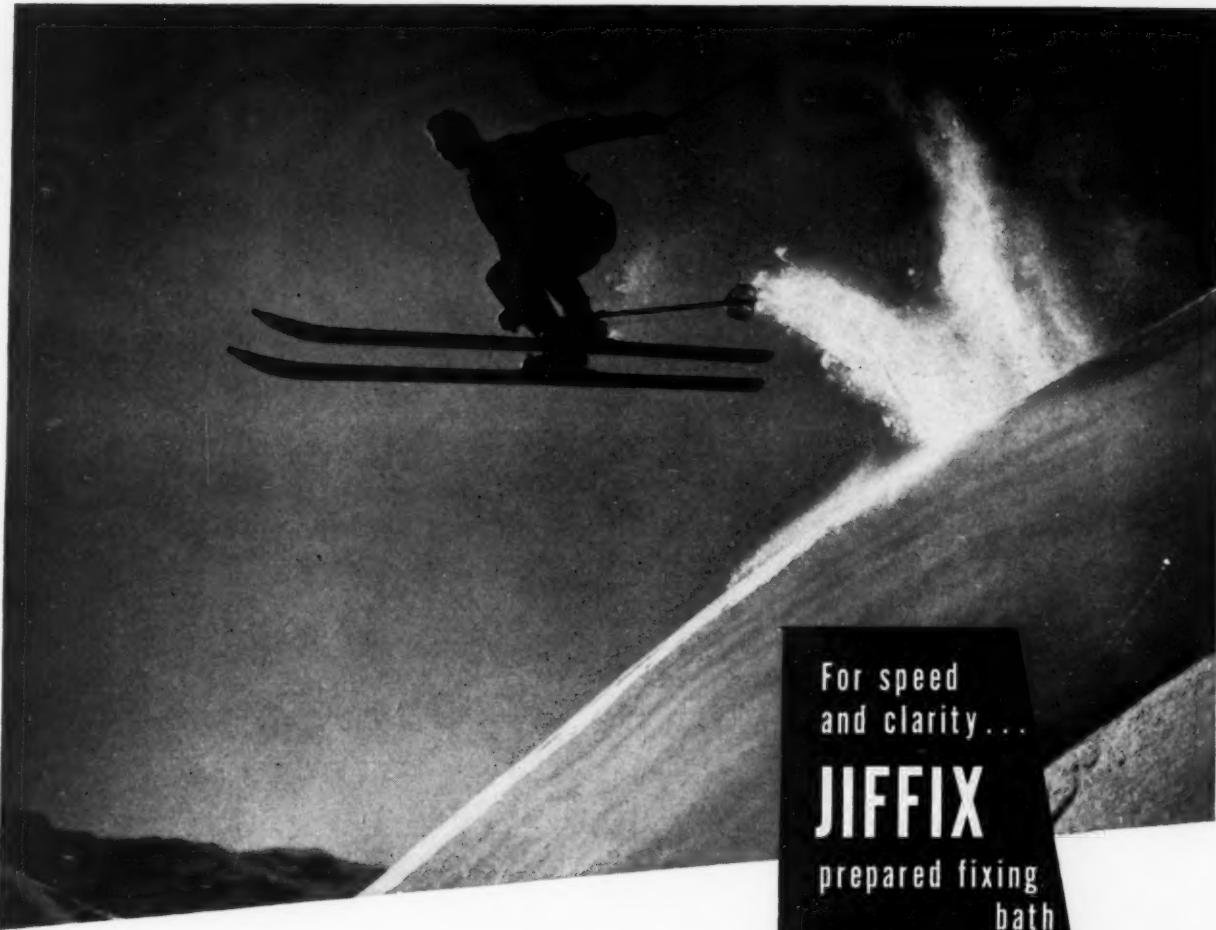
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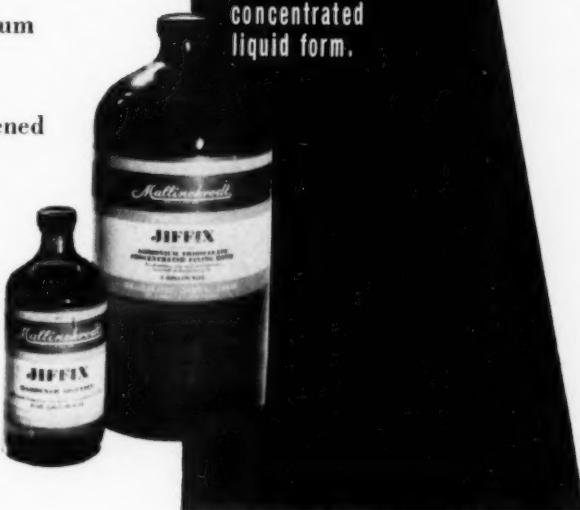


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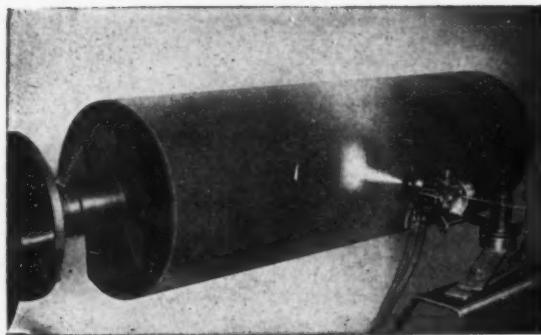
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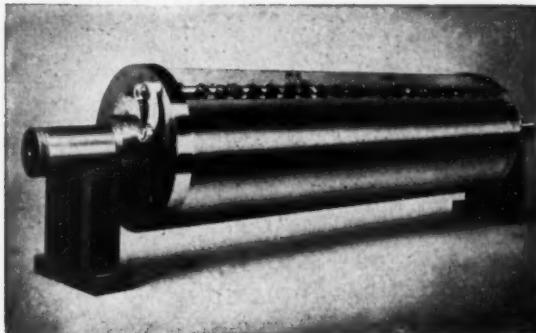
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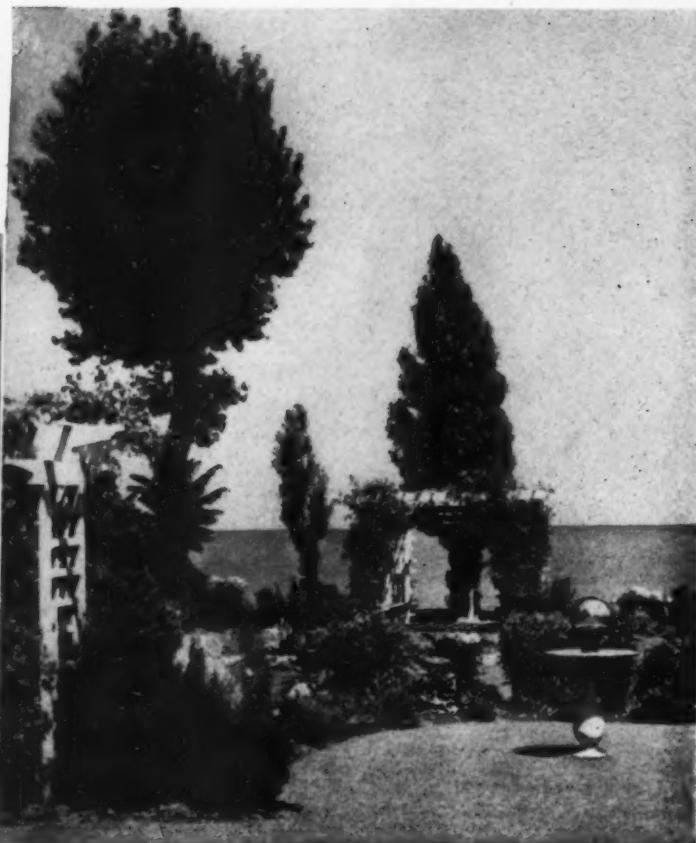


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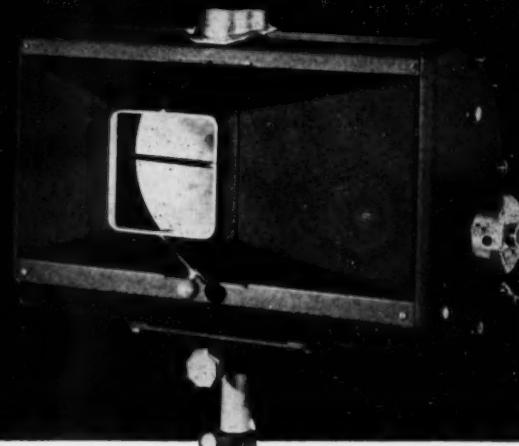


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## EDITORIALS

**A**BIG hotel we know about in an eastern city has always prided itself on the quality of its lithographed menus. These menus have always been souvenir pieces for visitors and it took some 30,000 or more every month to meet the hotel's requirements. The menus were always lithographed in three colors, until a year or two ago when the advertising manager's budget would not stretch to meet rising costs of lithography, and the job went to two colors. Recently, finding costs up more, the advertising manager was forced to cut the job to one color.

A Chicago publisher had issued a monthly newspaper-style publication for years by offset lithography. Every wage rise in the lithographic industry in Chicago forced the litho house to raise the price of his job. He talked it over with the lithographer, and learned that nothing could be done about it. Result: In order to meet the higher costs the publisher is now issuing the publication every other month instead of every month.

A New York book publisher wanted to reprint by lithography a large edition of a book. He obtained estimates for the job and compared them with the identical job which was done two or three years ago. They were, of course, much higher. Result: It was not possible to have the book reprinted at the new prices, and the job was abandoned.

From conversations with litho sales personnel it is apparent that most lithography buyers are shopping around a great deal, and that many jobs are being tabled. A Chicago lithographer remarked that his estimating department is the only department which is doing a rushing business.

Of course there is still a lot of lithography to be done, and shops, on the whole, are keeping busy. But if the foregoing aren't danger flags, we have never seen any. How long will it be before the Honeymoon Special collides with the law of supply and demand?

**F**ACTS on what is actually happening to labor costs, production costs, and markets, are urgently needed by the industry. And it appears that such facts will be presented at the convention next month of the Lithographers National Association. As for labor costs, a summary will be given of results of contract negotiations which have been concluded in the industry in various cities from June, 1947 to the present. This will show the nationwide trends in labor costs and contract agreements.

Two surveys currently being carried on by the LNA, results of which are to be made known at the convention, should provide enlightening facts on production capacity and markets. One of the surveys covers the lithographic press cost rates and certain factors of press operation based on actual experience during 1947.

A second survey is determining as far as possible the actual press capacity of the industry, the degree of expansion of press capacity from January 1, 1947 to May 1, 1948, and the degree of expansion in this department which is planned up to July 1, 1949. The entire study is being related to definite major lines of products so that important market information will also come to light in the compilations.

With facts such as these at hand, management will be in a stronger position to meet these pressing problems.

**S**OME prospect of relief from the excessive "luxury" excise tax on film and certain items of photographic equipment used in lithography was evident at presstime. An amendment alleviating these taxes was to be brought before the Senate during June by Senator Hugh R. Butler of Nebraska. It was hoped that Senator Butler's amendment would be added to the bill reducing taxes on colored oleomargarine which was on the Senate's calendar. The amendment contained some alterations from the original bill HR 4259 (see editorials April and May), but it would accomplish the results desired by overtaxed lithographers. Those who have studied this question should appreciate Senator Butler's efforts in attacking this unfair capital levy on equipment used by our industry.

# Size Variations in DIE CUT LABELS

By Robert F. Reed

Research Consultant, Lithographic Technical Foundation

LITHOGRAPHER'S, and printers' problems are not confined to the reproduction processes. There are some cases in which the end uses of their products impose requirements that are difficult to meet. Reasonable uniformity in the dimensions of die-cut labels is an example.

Die-cut labels usually are applied by means of automatic labeling machines. The labels are stacked face up in a hopper in which they are retained by holding fingers at the bottom. The machine picks the bottom label, coats it with adhesive, and applies it to the package by one of several methods. Unless the labels are reasonably uniform in size, they will either fail to feed to the retaining fingers or drop through them. Dimensional uniformity is of such importance that bottlers have established specifications for maximum allowable variation.

Another source of trouble is failure of the die cutting to register with the printed label design. Such misregister is related to size variation as well as to accurate jogging and straight cutting.

Size variations in die-cutting are greater if the labels are pebbled than if they are plain. Pebbling is accomplished on both special cylinder pebbling machines and embossing presses. On the cylinder machine the printed and varnished label sheets pass between a knurled or embossed steel cylinder and a smooth cotton roll,

the pressure between the two determining the depth of pebbling. The embossing press is used where the label is to carry an embossed design

or lettering in addition to the pebbled finish. In either case, the pebbling process "breaks the backbone" of the paper by stretching and separating

TABLE 1 — Sheet to Sheet Dimensional Variations

	1 Sheets varnished but not pebbled (25 consecutive sheets)	2 Sheets varnished and pebbled (25 consecutive sheets)	3 Sheets varnished and pebbled (25 sheets, not consecutive)
<i>Grain Direction of Paper — 7 labels</i>			
Average distance .....	23.123 in.	23.170 in.	23.161 in.
Maximum variation .....	.007 in.	.010 in.	.048 in.
Average variation .....	.001 in.	.0014 in.	.0069 in.
<i>Across grain of Paper — 7 labels</i>			
Average distance .....	31.009 in.	31.004 in.	31.049 in.
Maximum variation .....	.009 in.	.010 in.	.047 in.
Average variation .....	.0013 in.	.0014 in.	.0067 in.

TABLE 2 — Dimensional Changes Due to Pebbling

	1 Sheets varnished but not pebbled	2 Sheets varnished and pebbled — consecutive	3 Sheets varnished and pebbled — not consecutive
<i>Grain Direction of Paper — 7 labels</i>			
Average distance .....	23.123 in.	23.170 in.	23.161 in.
Total change due .....	—	+ .047 in.	+ .038 in.
Average change per label .....	—	+ .0067 in.	+ .0054 in.
<i>Across grain of Paper — 7 labels</i>			
Average distance .....	31.009 in.	31.004 in.	31.049 in.
Total change due .....	—	- .005 in.	+ .040 in.
Average change per label .....	—	- .0007 in.	+ .0057 in.

the fibers. It gives the labels an enhanced appearance and increases their flexibility, making them much easier to apply than plain labels, especially to curved surfaces.

In label manufacture all except truly rectangular labels must be die cut. The finished label sheets are first "straight cut" on the guillotine cutter in lifts of 100 to 500 sheets. Die cutting is done on one of two types of machines; Type A, which has a stationery bed and a descending

platen that forces the die downward through the label pack, and Type B in which an ascending platen forces the label pack upward through the stationary die. If Type B machine is to be used, the straight cutting must be in accurate register with the printing.

In order to clarify the problem of size variation and to indicate, if possible, how label manufacturers might meet customers' tolerances, the Foundation recently made a study of the conditions under which size variations occur. Cooperating label manufacturers submitted the following specimens for the investigation:

1. Uncut label sheets, both before and after pebbling on the cylinder machine, together with packs of labels die cut from lifts of 250 pebbled sheets on a Type B machine.
2. Packs of two different pebbled labels die cut on a Type A machine, lifts of 250 and 200 respectively, together with the dies used to cut them.
3. Packs of approximately 350 blank labels, all cut with the same die from the following stocks on both Type A and Type B machines;
  - a. Plain C-1-S paper
  - b. C-1-S paper, varnished

TOP: Figure I.

LOWER: Figure II.

c C-1-S paper, varnished and pebbled

4. Ten miscellaneous pebbled labels from regular production, die cut on Type A and Type B machines.

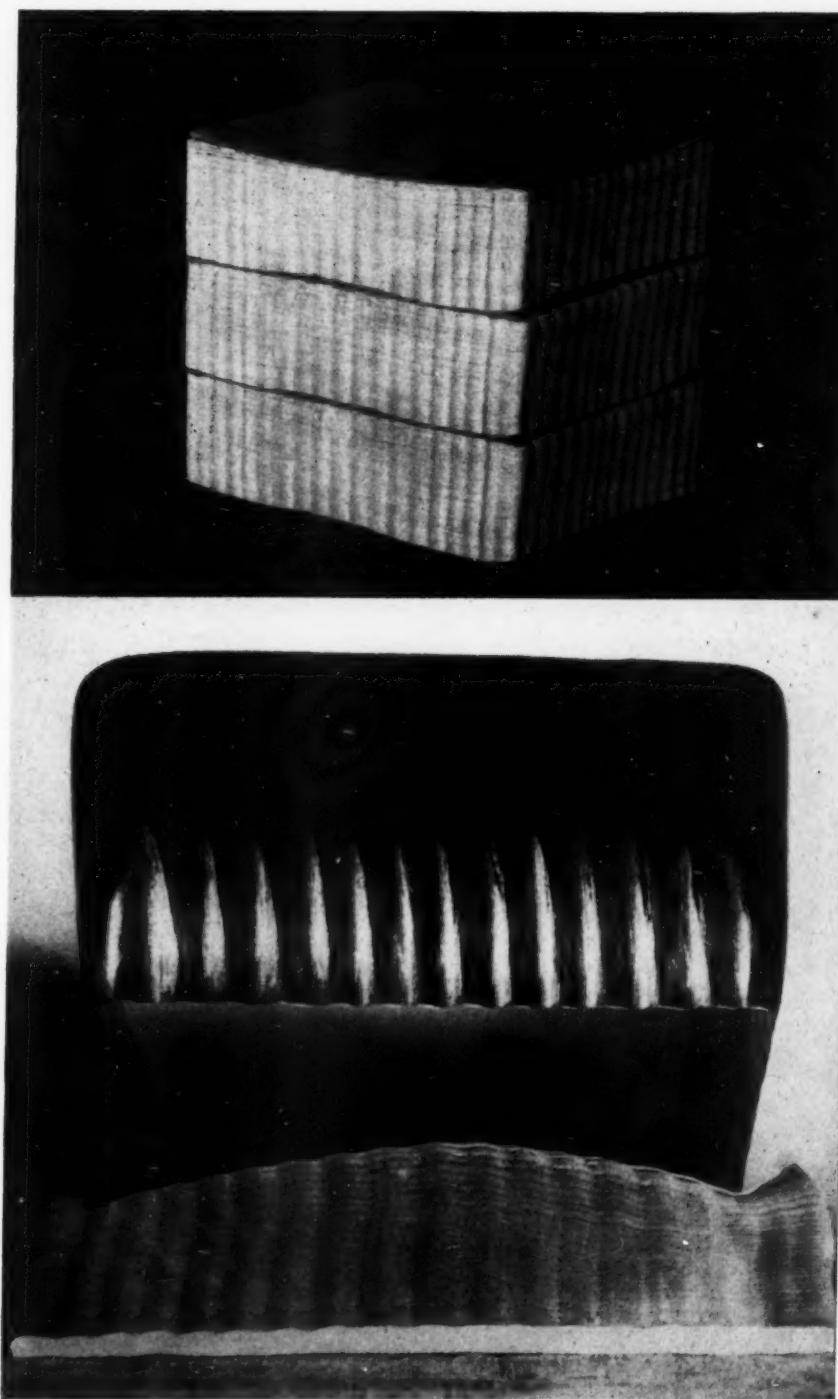
#### Experimental Studies

To determine how much, if any, dimensional change was produced by the pebbling operation, the distances between corresponding points on the various uncut label sheets were

measured with the Register Rule (LTF Sales Bulletin No. 2, Research Series No. 9) to an accuracy of 0.001 inch. The measurements spanned seven labels in the grain direction and seven labels in the cross direction of the paper.

Results are shown in Tables 1 and 2.

These data represent only one label job, and it is therefore impossible to draw comprehensive conclusions. This particular label, however, was heavily



pebbled. The increase in the thickness of the sheets due to pebbling was 26 per cent. The dimensional changes found, therefore, should be somewhere near the maximum.

Since both the actual change in the dimensions of individual labels and the variations from sheet to sheet are less than .01 inch, it is obvious that the pebbling operation itself is only a relatively small factor in the size variation of labels after being die cut.

Packs of the two different labels and the dies used to cut them were next measured to determine the dimensional variations produced in die cutting on Type A machines.

Four significant observations can be made from these results:

1. Size variations of the heavily pebbled labels were approximately three times those of the lightly pebbled labels.
2. The labels near the tops of the packs were appreciably larger than the die used to cut them.
3. The labels at the bottom of the packs were either the same size or smaller than the die.
4. The larger variations in size were in the grain direction of the paper (width of the labels).

Figure I shows three packs of the heavily pebbled labels die cut with Die No. 2 on a Type A machine. The size variations are plainly visible.

Measurements were next made on the blank labels cut with a single die from plain paper, varnished paper, and varnished and pebbled paper on both Type A and Type B machines. The die was not available for measurement. The results are shown in Table 4.

The pebbling of this stock was very light, the increase in sheet thickness being only 9 per cent. There is no doubt that the variations shown in Column C would have been much greater if the pebbling had been heavy. Even so, the blanks die cut from the pebbled sheets show greater variations than those cut from the plain and varnished sheets with the same

(Continued on Page 94)

TABLE 3 — Dimensional Variations Due to Die-Cutting on Type A Machines

Position of label in die cut pack approx. 1" thick	Across Grain of Paper		Grain Direction of Paper	
	Height of label — in.	Difference from die	Width of label in.	Difference from die
Die # 1	—	—	3.265	—
Labels cut with Die # 1	Top	.004	3.272	.007
	$\frac{1}{8}$ " from top	.014	3.280	.015
(lightly pebbled)	$\frac{1}{4}$ " from top	.009	3.277	.012
	$\frac{3}{8}$ " from top	.007	3.270	.005
	$\frac{1}{2}$ " from top	.002	3.267	.002
	$\frac{5}{8}$ " from top	-.004	3.260	-.005
	$\frac{3}{4}$ " from top	-.006	3.258	-.007
	$\frac{7}{8}$ " from top	-.008	3.247	-.018
	Bottom	-.010	3.247	-.018
	Maximum	.014		.015
	Minimum	-.010		-.018
	Total variation	.024	1-1/2 in.	.033
			= 1/32 in.	+
Die # 2	—	—	3.470	—
Labels cut with Die # 2	Top	.060	3.527	.057
(heavily pebbled)	$\frac{1}{8}$ " from top	.067	3.522	.052
	$\frac{1}{4}$ " from top	.055	3.495	.025
	$\frac{3}{8}$ " from top	.042	3.472	.002
	$\frac{1}{2}$ " from top	.027	3.455	-.015
	$\frac{5}{8}$ " from top	.013	3.440	-.030
	$\frac{3}{4}$ " from top	.003	3.425	-.045
	$\frac{7}{8}$ " from top	.000	3.417	-.053
	Bottom	.003	3.425	-.045
	Maximum	.067		.057
	Minimum	.000		-.053
	Total variation	.067	— 1/16 in.	.110
			= 7/64 in.	+

TABLE 4 — Dimensional Variations Due to Pebbling

Direction of Measurement	A Blanks die cut from plain paper	B Blanks die cut from paper — varnished only	C Blanks die cut from varnished and pebbled paper
<i>Type A Machines</i>			
(Descending Platen)			
Height (cross direction)	.021 inch	.023 inch	.040 inch
Width (grain direction)	.030 inch	.032 inch	.047 inch
<i>Type B Machines</i>			
(Ascending Platen)			
Height (cross direction)	.015 inch	.015 inch	.023 inch
Width (grain direction)	.010 inch	.016 inch	.023 inch

TABLE 5 — Dimensional Variations Found in Ten Miscellaneous Labels

Variations in Size		
Table No.	Across Grain of Paper	Grain Direction of Paper
<i>Die cut on type A Machine</i>		
(Descending Platen)		
1. Lightly pebbled — lifts of 200 .....	.035 inch	.043 inch
2. Lightly pebbled — lifts of 100 .....	.030 inch	.043 inch
3. Lightly pebbled — lifts of 500 .....	.040 inch	.047 inch
4. Moderately pebbled — lifts of 150 .....	.047 inch	.072 inch
<i>Die cut on type B Machine</i>		
(Ascending Platen)		
5. Lightly pebbled .....	.015 inch	.025 inch
6. Lightly pebbled .....	.010 inch	.032 inch
7. Lightly pebbled .....	.023 inch	.023 inch
8. Lightly pebbled .....	.013 inch	.017 inch
9. Embossed * .....	.019 inch	.018 inch
10. Embossed * .....	.012 inch	.017 inch

\*These labels had been embossed and pebbled simultaneously on an embossing press.

# New Litho Plates

**Bimetallic and other new plates promise longer runs, higher fidelity, require less fountain water, and offer other advantages. Few are actually on the market.**

By HENRY P. KORN

**B**IMETALLIC lithographic plates have been discussed at great length during recent years by lithographers. Actually the replacement of a single metal plate by one where non-printing areas comprise a water-receptive metal and image areas an ink receptive metal, is nothing very new. When the first zinc plates were introduced they were the result of a search for a plate comparable to the stone surface. At that time lithographers were accustomed to working on stone and knew that they could enter corrections on that medium; they had little experience with transfer onto zinc press plates. This brought about a search for new plates.

Patents were applied for and various types of plates were tested as far back as 1835. Not once was one of these many bi-metal plates used because of the high cost in make ready or production of such plates. (The average plate in those days was only 22 x 28.")

Today lithographers are looking again into the possibility of using bi-metal plates. Now the search and approach are very different. The following various reasons are brought forward to these discussions:

1. For long runs a better plate is required; whirlers from time to

time cause uneven coatings; we know such uneven coatings on a mechanical grain can cause printing trouble.

2. Press run time is expensive and when we find that a plate breaks down after 50,000 runs, we become interested in a better plate.
3. As some bi-metal plates do not require graining and are easily made, they produce reproductions less costly than deep etch plates.
4. A better plate helps in ink problems, as the bi-metal plates provide good grease-receptive surfaces. They require less water.

In the table on the following pages the most interesting and most widely tested plates are discussed. Many of these plates do not require any grain; practical tests have proven that these plates need very little fountain water because the wettability of chromium, stainless steel, nickel, etc., is better than the grained zinc or aluminum surfaces. In consequence of this:

1. No etch is used in the fountain.
2. Water and ink will not emulsify.

Such plates have the further advantage that halftone dots and fine lines can be reproduced easier and better from a smooth surface. The

ungrained non-printing areas of chromium, stainless steel, or the chemically prepared aluminum surfaces hardly corrode; such plates can be used for long runs and re-used after storing. In fact they become "archive plates." The ink-receptive metal is more durable than the albumen and deep etch zinc and aluminum printing surfaces. These metals also allow the lithographer to print on newspaper stock.

As mentioned before there are a number of bi-metal plates. It is very difficult to say which is the most suitable. The table, however, gives some answer as to general character, handling, and results of such plates. It is the writer's opinion that bi-metal plates should be considered only:

1. If the bi-metal plate offers the lithographer a new market, and
2. If the bi-metal plate is in line with or lower than, present costs.

No recommendation for one or the other plate has been made. The lithographer has to consider carefully all aspects on the basis of his own particular operation and market.★★

**Turn the Page  
for a chart of  
New Litho Plates** 

# FACTS ON NEW

Compiled by Henry P. Kern

Plate	Base Metal	Graining	Ink Receptive Metal	Water Receptive Metal	Equipment Necessary	Positive or Negative	Patents
Ahlen & Akerlund (Sweden)	Stainless Steel	Ungrained	Copper	Stainless Steel	The copper is chemically deposited.	From a positive through negative sensitizer.	U. S. 2,429,107
A. B. Printing Equipment Co. (Sweden)	Aluminum	Ungrained	Brass	Aluminum	Plating equipment necessary. (Mfr. says brass plating does not require expensive equipment.) Facilities recommended for exhausting fumes.	Positive or Negative both through respective sensitizers	None
Aller (Denmark)	Stainless Steel	Ungrained	Copper	Stainless Steel	Copper plating equipment necessary. Equipment needed for exhausting fumes.	Positive through positive sensitizer	U. S. 2,214,950
Coates (England)	Copper	Ungrained	Copper	Chromium	No plating equipment needed. Mfr. supplies plated metal. Equipment needed for exhausting fumes.	Positive through positive sensitizer	Patents Pending
Electron (U. S.)	Zinc	Grained	Zinc	Zinc	"Electron-O-Plate" zinc plating unit	Negative through negative sensitizer	U. S., Canada and Great Britain patents and patents pending
IPI Tri-Metal (U. S.)	Steel or other metal. (Zinc being used at present until steel becomes available.)	Grained	Copper	Chromium	No plating equipment needed as this is done by Mfr. Need developing and etching table equipped to exhaust fumes.	Positive through positive sensitizer	U. S. 2,291,854
Time (U. S.)	Copper	Ungrained	Copper	Chromium-mercury alloy	Equipment needed for plating chromium-mercury alloy on copper. It is assumed that equipment is needed for exhausting fumes.	Negative	

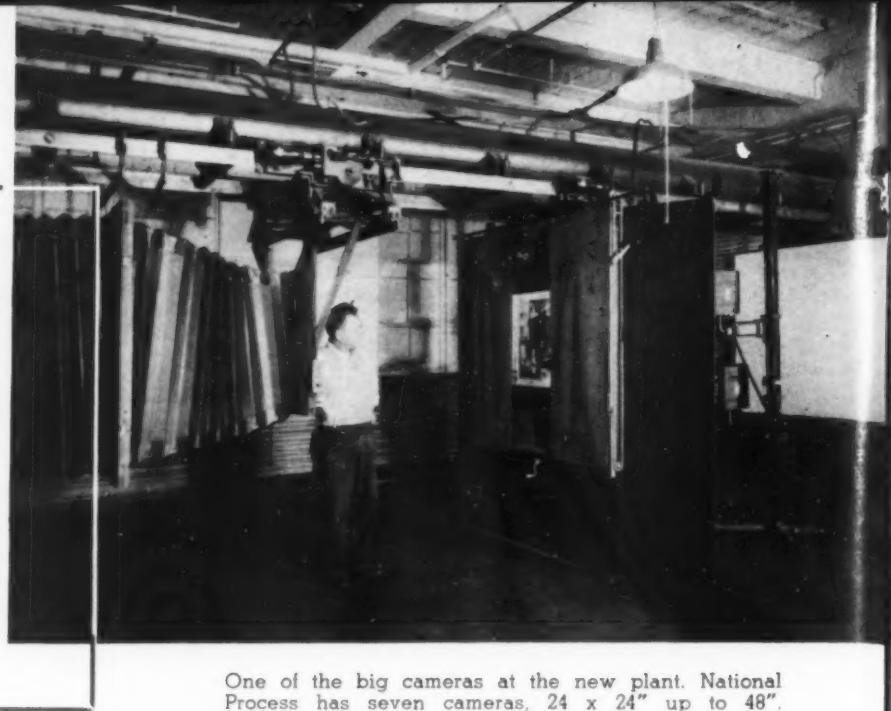
# LITHO PLATES

Copyright 1948 by Modern Lithography

Discussion	Advantages	Information Available
The base plate is degreased, coated, printed down and developed. After developing image areas are bare, and a thin layer of copper is chemically deposited in these areas. After inking, the photo-resist is removed. Time required is longer than for conventional deep etch. The cost and availability of the steel base plate must be considered. This plate has not been used in the U. S. Plate can be reused by removing copper.	Less water, hence less ink emulsification. Better reproduction. Long runs, half million or more.	Henry P. Korn 5 Beekman St. New York 7, N. Y.
This process requires only aluminum plates. The brass plating bath prepares the water receptive aluminum so that it will not oxidize, consequently the plate does not require gumming up. Positives and negatives are printed down by their respective sensitizers. Cold top enamel is currently used. When a negative is used it is printed down on the brass surface, and the colloid gives sufficient protection so that the brass can be etched away in non-printing areas. Either preparation takes 50 minutes. Brass can be stripped off for reuse.	Same as above.	Henry P. Korn 5 Beekman St. New York 7, N. Y.
After a copper coating (about .0008" thick) is electro-deposited on one side of the base metal, the plate is coated with a resist and printed down in the normal manner. The developing is then performed electrolytically. Copper in the non-image areas is etched away. Time required is a little in excess of that required for conventional deep etch.	Same as above.	R. Hoe-Crabtree, Ltd. 109 Borough Rd. London, S.E. 1, England
Copper base is plated with chromium about .0002" thick. Plate coated with light-sensitive layer, exposed and developed. Chromium is removed from image areas by chemical etching. The cost of the copper base plate is more than aluminum, zinc or steel, but chromium may be stripped off and plate repolished for reuse. Time required for platemaking is longer than for conventional deep etch. The plate has proven quite successful. No tests have been run in the U. S.	Same as above.	Developed by Coates Bros. Inks Easton Street Roseberry Ave. London, England Information: Henry P. Korn 5 Beekman St. New York 7, N. Y.
An albumin-type plate is made on zinc, and additional zinc is deposited electrically in the non-printing areas, forming a slightly intaglio printing image. Equipment is available for making plates from 17 x 22" up to 50 x 68", either A.C. or D.C. current. The plating process takes two minutes. Plates may be regained and reused like deep etch plates.	The printing image is in intaglio like a deep etch plate, providing longer runs.	Electron Lithoplate Corp., 99 Sixth Ave. New York 13, N. Y.
Mfr. furnishes plate of base metal on which is plated a layer of copper about .0001" thick. On this is plated a layer of chromium about .0007" thick. This plate is exposed by the platemaker, and the chromium is removed from the printing areas, exposing the underlying copper which forms the printing image. If camera positives are used platemaking time is comparable to deep etch. If contact positives are used exposure time is longer. Coating is thinner, about one-third the thickness of usual coatings. Plates up to 56 x 76" have been produced commercially. Reuse not recommended.	Less water, hence less ink emulsification. Better reproduction. Long runs, half million or more.	Int'l. Printing Ink 350 Fifth Ave. New York 1, N. Y. (or branches)
The base is a polished copper plate, on which is coated a type of cold top similar to that used by photo-engravers. The coated plate is exposed through a negative. After processing to remove unexposed areas, these non-printing areas are plated with a chromium-mercury alloy. The cold top in the printing area is then removed, and the plate prints direct from the copper. (Time's laboratories are releasing no information on this plate, pending further tests in a commercial lithographing plant.)	Same as above. 300 Line Screen Reproductions are reported.	Not on market. No information released officially. Development work by Time Inc. Time & Life Bldg. Rockefeller Center New York 20, N. Y.

There are many other known processes such as Hausleiter (German) (Brass-stainless steel); Esselte (Swedish) (zinc-copper-chromium); Alkuprint (German) (aluminum-copper alloy); Blau (steel-nickel); Knudson, etc.

# National Process Now Located in New Clifton Plant



One of the big cameras at the new plant. National Process has seven cameras, 24 x 24" up to 48".

THE culmination of a two year moving program of one of the New York area's largest lithographing plants came during May when National Process Co. settled down to full capacity operation in its spacious new plant at Clifton, N.J. About two years ago the company purchased the Wright propeller plant at Clifton for conversion into a modern lithographic production unit. Since that time equipment has been moved piece by piece from the plant at 75 Varick St., New York, while at the same time new equipment was installed at Clifton, so that a minimum of production time was lost. The new plant is about 15 miles from New York.

The new plant, partially shown in the illustrations on these pages, has been planned from start to finish for efficient lithographic production as the accompanying floor plan and flow chart indicates. The new plant occupies about four acres and the layout includes some landscaped areas, recreation space, etc. The floor space is about 154,000 square feet, compared to about 100,000 at the Varick St. plant. At the former location, production was spread out on several floors with paper stored elsewhere.

The new plant is equipped with seven cameras ranging in size from 24 x 24" up to 48", and circular halftone screens up 56". The largest camera has two copyboards, one for reflected light and one for transmitted light, both designed for holding large

copy. All dark rooms have temperature controlled developing sinks. All cameras and plate vacuum frames are supplied with vacuum pressure from a central unit.

The platemaking department has a large capacity for making albumen and deep etch plates—and turns out approximately 100 plates a day. Vacuum frames and whirlers take plates as large as 55 x 69". The plate department is air conditioned.

The pressroom contains a line-up of 15 presses, including three four-colors. Presses are as follows: in the 50 x 68" size, two four-colors, two two-colors and two single-colors; in the 42 x 58" size, two two-colors and one single-color; in the 41 x 53" size, one four-color, one two-color, two single-colors; and one hand-fed single-color; and in the 36 x 46" size, one single-color. The pressroom has a 20 foot high ceiling and is not air-conditioned. Presses are equipped with neutralizers at both ends, and two types of sprayers.

The capacity of the pressroom is 1,295,000 single color impressions a day in two shifts, and three carloads of paper can be consumed in two shifts, one day.

The bindery, folding and shipping department includes three cutters, up to 84", and special folding machines for handling large quantities of road maps. The production line for cutting, packing, sealing and labeling can handle 5,000 shipments a day.

A graining department contains six graining machines. Other departments include extensive stripping facilities, light tables, etc., an ink mixing room with mixers and a large mill, a fully equipped machine shop, carpenter and maintenance shop.

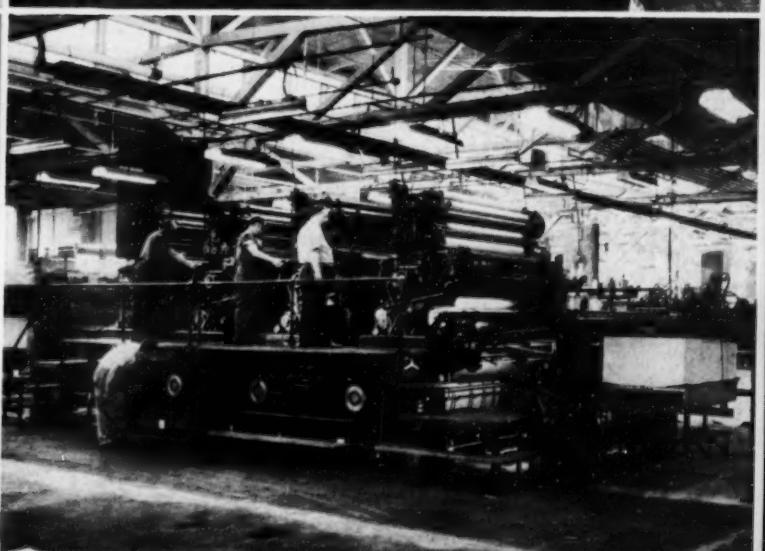
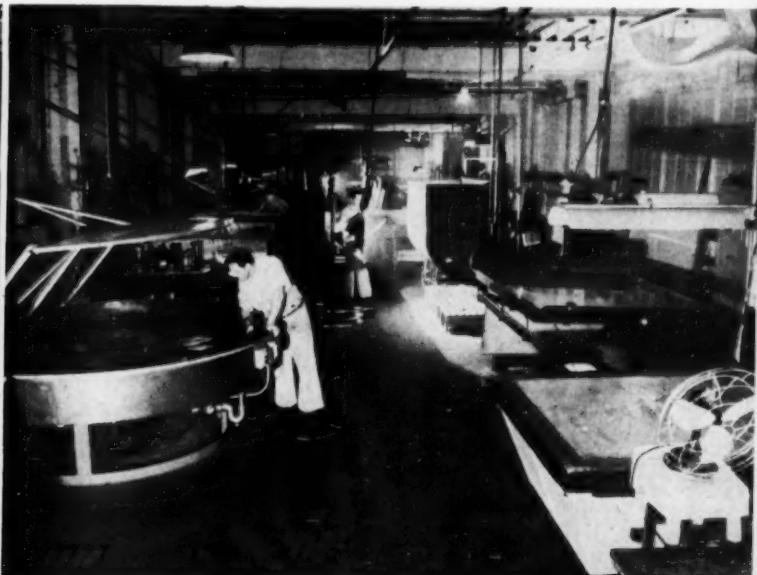
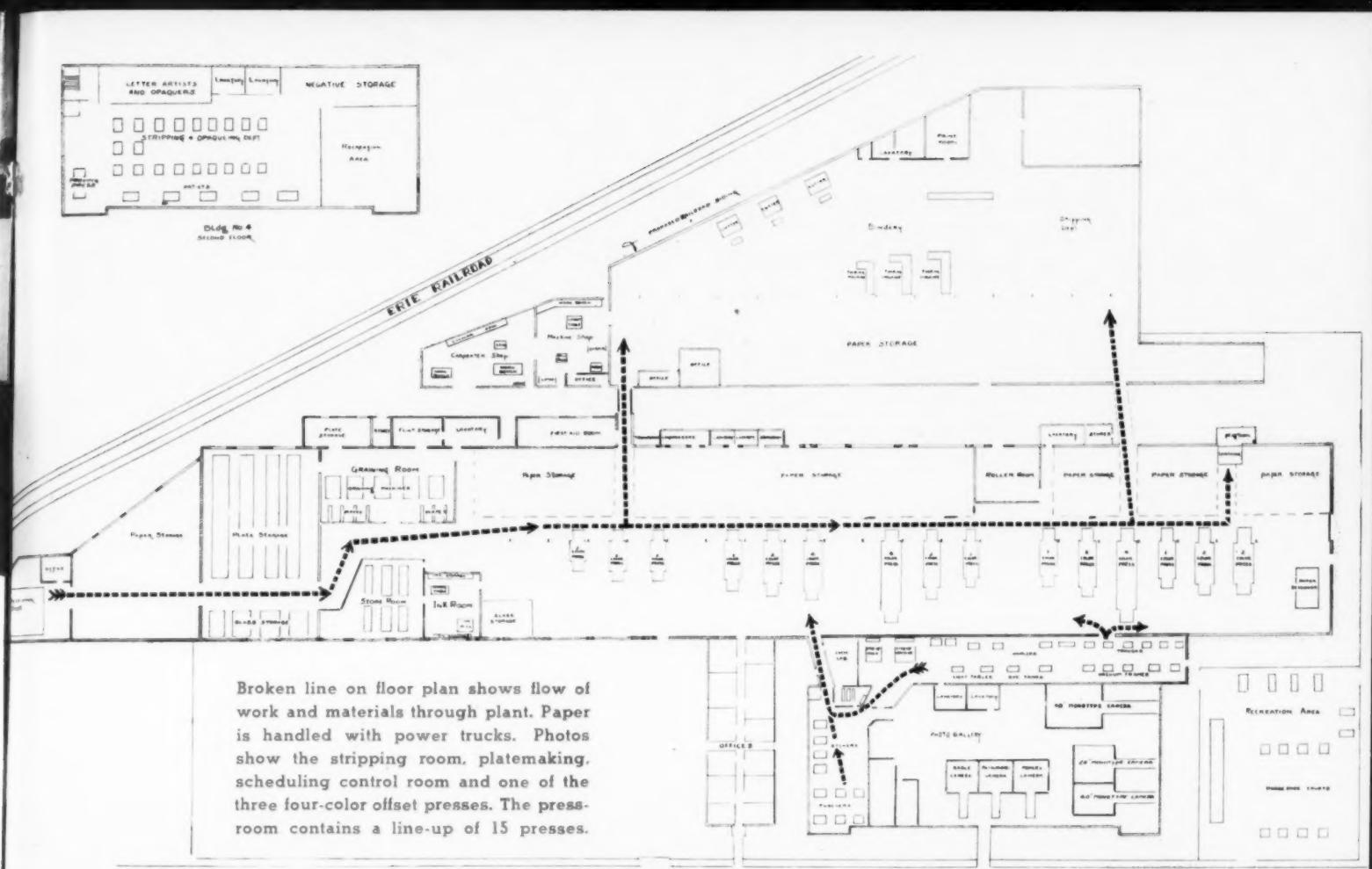
Development work is being carried on in the company's laboratory on masking, color separation techniques, plates, platemaking solutions, inks, paper, and related fields. National Process Co. has played an active part in the development and use of paper and film negatives, deep etch, letter-press-offset conversions, and duotones.

The new plant provides space for indoor recreation rooms, lounges, etc. and an outdoor play area with recreation facilities.

Under the new operation the company's sales offices will remain at 75 Varick St., at least until July, 1949, when the present lease expires.

Officers of the firm are George E. Loder, president, Clarence Copeland, vice president and treasurer, A. J. Fay, vice president and sales manager, H. A. Pease, secretary, and W. R. Maslin, assistant treasurer.

The firm was started in Brooklyn in 1912 as a platemaking shop to the trade. Continuous growth, and the addition of complete lithographing facilities since that time have made several expansion moves necessary. Former plants were at 117 E. 24 St., and 18 W. 40 St., New York, prior to the Varick St. location.★



**new light sources, plate etches, plates,  
solutions, faster presses, all are factors in**

# Lithographic Progress

By W. H. Wood

Research Director, Harris-Seybold Co.

THE modern offset process, like the others, letterpress and gravure, depends upon photography for the preparation of the printing plates. Developments in modern photography are being announced frequently that will improve the offset process. There are improvements in point of light sources for making half-tone negatives and positives. There are developers and fixers for greater reliability and longer solution life.

Offset platemaking, always a simple, direct and quick method, has not been forgotten by the research investigators. Since the end of the war, new plate coatings have been developed and some of these have reached the market; others will follow in the near future. The trend seems to be away from the protein substances, such as egg albumen and casein and towards gum-like synthetic high polymers. Some processes use no coating materials at all; instead, the light sensitive substance itself, such as a special dye-like material, forms the ink receptive printing image. Such materials make it possible to coat printing plates months before they are to be used, allowing storage and dating like photographic film.

Improvements have been made in the chemistry of metal surface treatments to form better bases for the lithographic image. Plates of zinc or aluminum are chromated or phosphated before coating with light sensitive coatings. Easier coating and a better working plate result.

Synthetic high molal acidic materials, such as carboxy-methyl cellulose

and starch, carboxy cellulose and carboxy-gum are coming into use here and abroad for plate etches and fountain solutions. They are certain to displace gum arabic from its time honored position as an indispensable ingredient for offset printing.

Two-element plates, commonly known as bi-metallic plates are finding use on long run jobs, especially on web-fed offset presses. There are many kinds of these two-metal plates. Probably one of the best employs chromium on copper. The chromium surface is quite inert chemically, and hence resists oxidation and consequent plate scumming unless the chromium is accidentally de-passivated. The copper will accept ink very readily after being given a superficial oxide or sulfide surface, and in case of damage this surface can be renewed readily without affecting the chromium non-printing areas. The printing life of these bi-metal combination plates may equal or exceed that of letterpress plates.

For shorter runs, the deep etch plate is still predominant. With new type arabate coatings, dot reproduction duplicates the positive with great fidelity. With modern vinylite base lacquers, plate life is ample for any run up to several hundred thousand impressions.

The science of offset press design is keeping pace with improvements in the process. Speeds of four to six thousand impressions per hour are now common. The stream feeder has been instrumental in the attainment

of such speeds. Web offset presses of high surface speeds will be more commonly seen in offset printing plants in the near future. Paper makers and ink makers are now working on research problems posed by web press operations, such as ink drying and paper stretch.

Press blanket manufacturers have available synthetic elastomers for blankets that are superior to natural rubber. One of the most promising of these is the new low temperature rubber, a real advance over Heveal rubber. Silicone polymers have also been tried for blankets and found to have some properties better than natural rubber.

Paper static eliminators will be seen more frequently in the modern offset shop. One of the newest of these owes its effectiveness to the ionization produced by emitted alpha rays. When the world has grown less warlike, and atomic war does not threaten, two new elements which are products of the atomic furnaces, will be available for such peaceful uses as press static elimination. These two elements, Americum and Curium, are such potent alpha ray sources that a press equipped with devices carrying traces of these elements would be cured of paper static troubles for the life of the press, without danger to, or attention by, the press operator.

Science is too exact to be much affected by prognostication. However that may be, we can still look forward to accelerating progress in offset printing, being certain that offset will not have to take any minor position among processes of putting ink on paper.★★

Excerpts from an address before the regional conference of the International Assn. of Printing House Craftsmen, Rochester, N. Y., May 22.

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1947 Surplus

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Condensed statement of the condition of the company as of December 31st, 1947.

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<b>Cash</b>		<b>Premiums in the Course of Collection</b>	<b>Loss Reserve</b>	<b>Other Liabilities</b>
On deposit with Bankers Trust Company, et al (except for \$50.00 in company's office) .....	\$2225,209.77	Due to the company on policies just issued, excluding any premiums outstanding ninety days.....		Salaries, Taxes, etc., due but unpaid as of date of this statement ..... \$41,859.84
* U. S. Government Bonds	1,161,306.31	Equivalent to more than 91% actual market value* of all Bonds and Stocks held .....		Set aside as required by law to meet future cost of accidents which occurred prior to date of this statement ..... \$707,484.72
				Dividend Reserve Set aside to meet future payments on unexpired unadjudicated policies expiring up to and including February 28, 1948 .....
				Special Reserve Estimated cost—projected employee retirement fund ..... 40,000.00
				Contingency Reserve Representing difference between total values carried in assets for all bonds and stocks owned and total values based on the lower of December 31, 1944 or 1947 actual market values (Lower of cost, or Dec. 31, 1947 value of securities purchased since 1944.) .....
				11,971.80
				<b>TOTAL LIABILITIES</b> ..... <b>\$1,830,703.49</b>
				<b>SURPLUS</b> ..... <b>\$588,366.49</b>
				<b>TOTAL</b> ..... <b>\$1,830,703.49</b>

\* Bonds and Stocks valued on New York Insurance Department Convention Value Basis. Securities carried at \$275,000.00, included above, are deposited for purposes as required by law.  
\*\* If actual December 31, 1947, market value of Securities had been used, surplus would have been \$592,879.42



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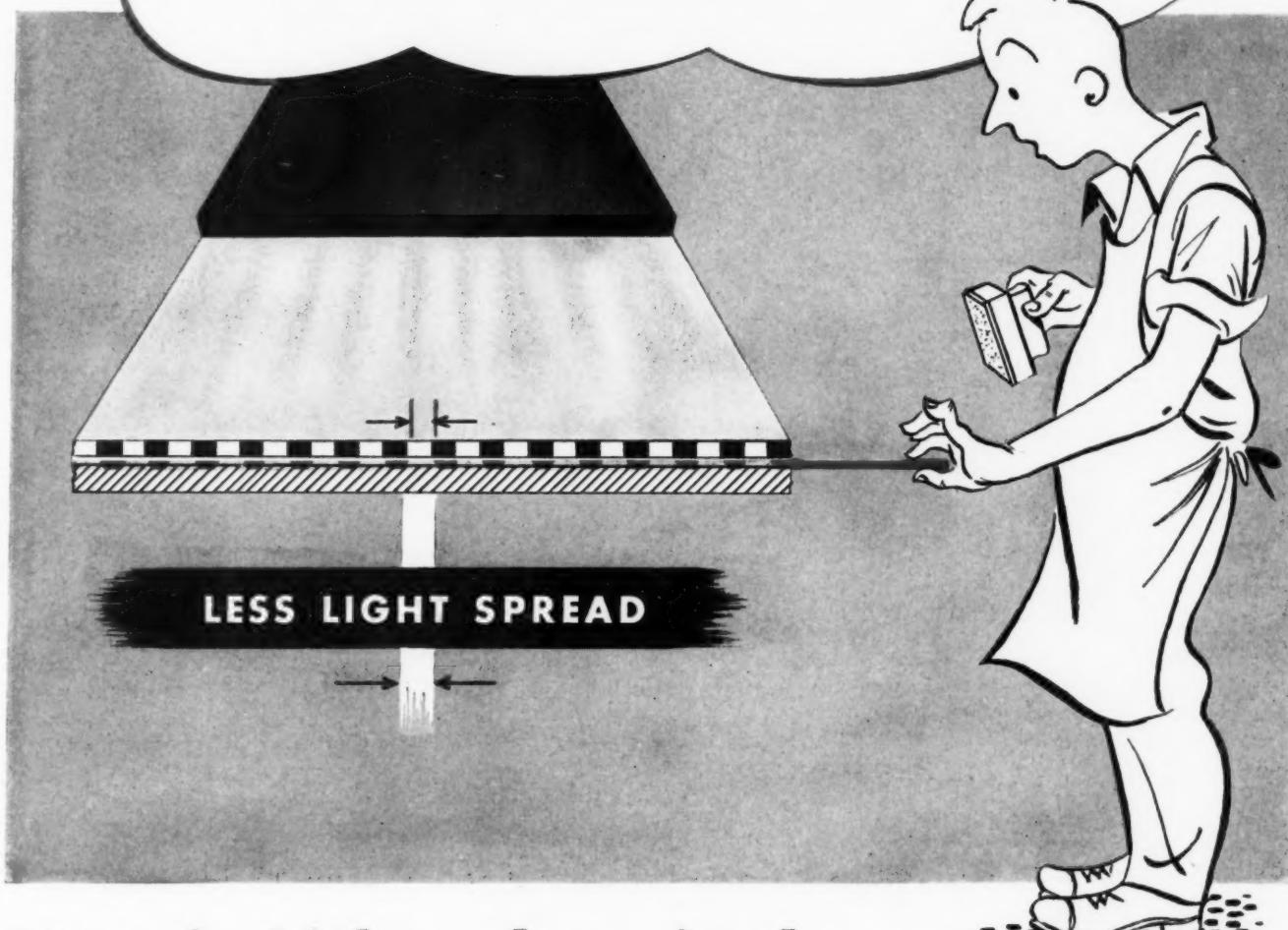
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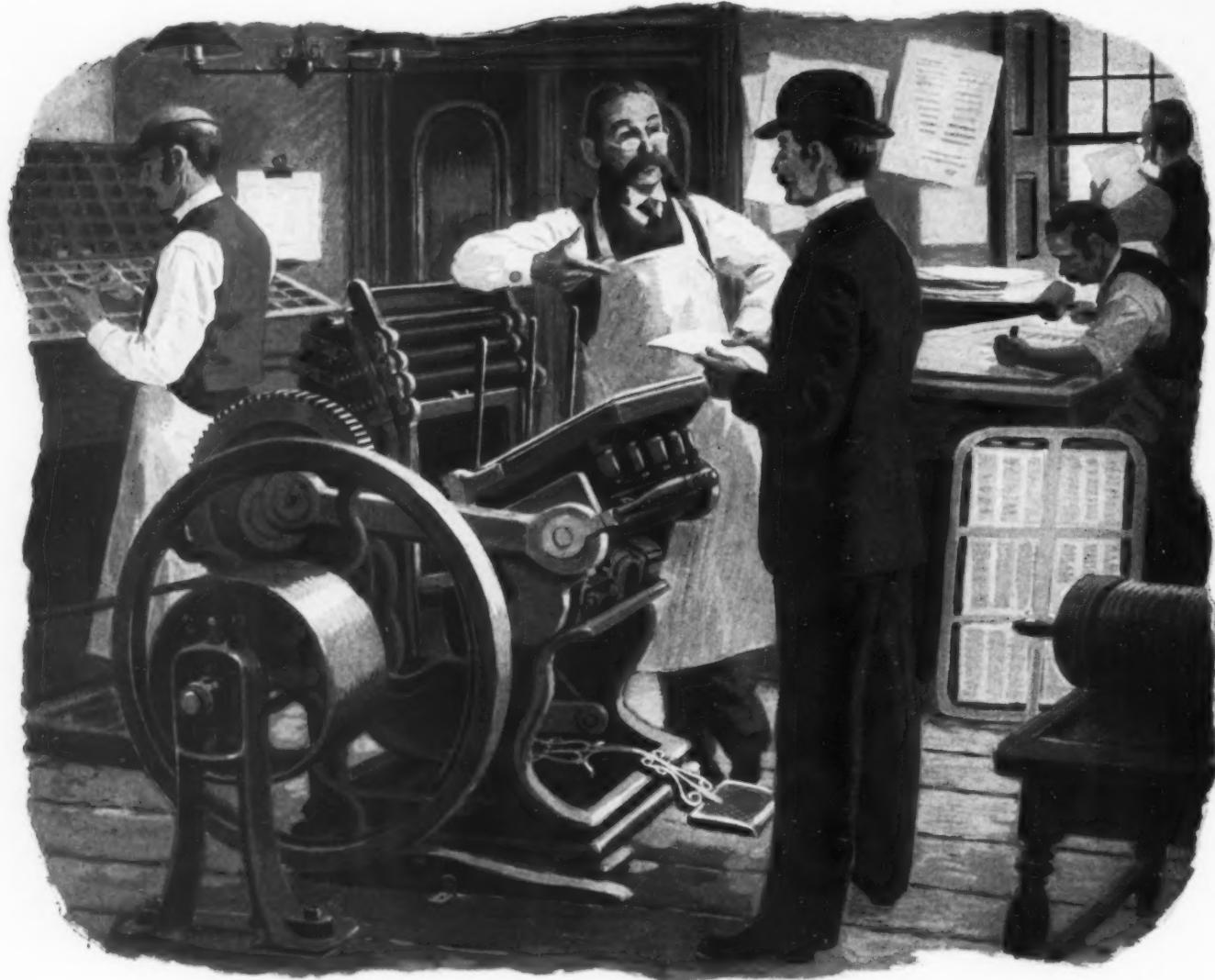
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DALLAS.....Harris-Seybold Company  
DETROIT.....Roberts & Porter, Inc.  
LOS ANGELES.....California Ink Company  
MONTREAL.....W. E. Booth Company  
NEW YORK CITY.....Roberts & Porter, Inc.  
PORTLAND.....California Ink Company  
SAN FRANCISCO.....California Ink Company

SALT LAKE CITY.....California Ink Company  
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AMERICA HAS COME A LONG WAY IN THE PAST FIFTY YEARS



"... and with this equipment, I can deliver the best job in town!"

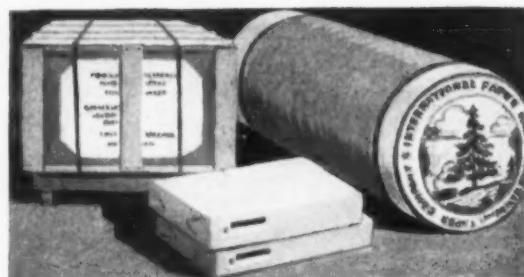
Of course, his press probably had to be hand-fed, a single sheet of paper at a time. He probably set his type from handwritten copy. And more than likely he scrubbed his hands when the printing was finished, and did any necessary folding and assembling himself. During the 90's, this was "modern" printing procedure!

Today—just a short fifty years later—the printer's lot is a very different one. All his equipment is streamlined for speed and efficiency. There's exactly the right paper for every process, every purpose. He can even feed huge rolls of it into his 4-color press which prints, cuts, folds and binds—all in one operation!

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**INTERNATIONAL PAPERS**  
*For Printing and Converting*

# WHAT PRICE GRAINING?

**Uniformity of grain can be far more important than the price of graining.**

*By Burke N. Judd*

B. N. Judd and Associates, Seattle

**N**OW that business in general is tightening its belt and litho firms must more closely consider cost versus selling price of printed material, it is appropriate to scrutinize the question of the cost of graining plates.

In the field today a number of graining companies are offering their services at widely different prices. Price per plate seems to vary from five cents to 20 cents and on up, depending on the size of the offset plate involved.

Low prices, when figured in shipments of from one to five hundred plates seem to offer distinct and immediate savings. The front office is apt to seize upon this opportunity and wish to take advantage of it.

So the question arises: What is the actual cost of a regrained plate? And you can't answer that question without looking at all the factors involved.

For instance: Graining Company A charges 25¢ for re-graining small offset plates and 50¢ each for a 17 x 22. Graining Company B announces a price of 15¢ each for re-graining small plates and 35¢ for a 17 x 22. Looks like an open and shut case, doesn't it? And a mighty neat saving, too.

Now let's look at the factors involved.

No matter whether A or B does the re-graining, the plate must go to your plate maker for processing into a finished plate. His problem is to

properly clean the offset plate, coat it, shoot the job, develop the plate and pass it on to the pressman. And if he is able to maintain a regular routine which is completely successful, he is working at top efficiency with the least possible amount of wasted time.

Now for the "\$64.00" questions.

Does plate A or B offer the cleanest surface? Which resists oxidation best? Which is the more uniformly grained for depth . . . which can be depended upon to react uniformly to a routine method of platemaking, *time after time*? Have all kinks been removed so that a negative may be placed in any position desired on the plate without danger of losing important dots?

Don't grin and say . . . "What's the odds?" . . . for right here your re-graining cost can jump out of proportion. You are paying your platemaker and his helpers top pay today, and their time must be conserved. If A's or B's plates vary in depth . . . if they are not absolutely uniform, plate after plate, your department is going to have trouble with coatings.

The image may rub off in the cleanup process . . . black specks may jump out of an otherwise neat halftone . . . solids may not hold through an ammonia bath.

Poorly grained plates can actually stop your platemaking department cold. And nine chances out of ten your men will spend a couple of days struggling with coatings of various makes and strengths before putting

the finger on plate graining. For you can't judge the depth of grain with the flick of an eyelash . . . and you can't see those minute specks of oxidation that cause black dots to develop. And, of course, during this wrestling period the offset department is footing the bill!

Let's go farther. Suppose Plates A and B go through the plate making process and both come out looking like they are rarin' to go to the presses. So now, it's the pressman's baby.

He can have his troubles, too! He has certain demands on Plates A and B. They must carry enough of a film of solution to stay free of scum. They must have depth enough for runs of from 20,000 to 70,000 at a minimum. Neither dare produce a "ghost" image, or the jig is up. . . and the plate must be re-made.

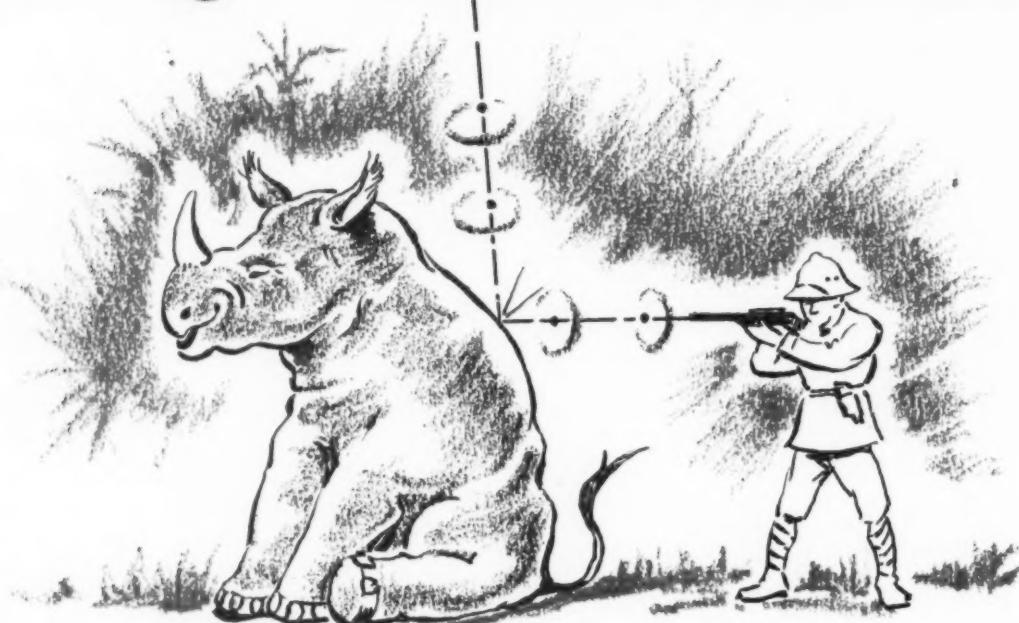
The grain must be deep enough to carry heavy solids for a long run, fine enough to reproduce screen halftones faithfully, and coarse enough to keep the clear areas moist all the way. Uniformity of the grained plates is again important, for the pressman needs also to follow a routine procedure if he is to work efficiently. Does Plate A or B best stand up to these requirements?

If you paid as little as 2¢ per plate for your graining. . . and the press is stopped for a remake because of a graining failure. . . that plate is costing too much!

There are still other factors to consider in figuring the cost of re-

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Any safari guide will tell you that you can't hunt big game with a pop gun. Use the right equipment and you get results. In the metal decorating field, the right inks are TUFHIDE for they provide a brilliant, colorful, tough, flexible finish. TUFHIDE works right on the press, too, we're told by satisfied metal decorators and they like the remarkable resistance of TUFHIDE to corrosion and processing. In short, TUFHIDE satisfies on every count, so give it a trial on your next run.

### TUFHIDE Metal Litho Inks

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- ... Process Proof
- ... Fast Drying
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- ... Easy Running
- ... Allows Wet Varnishing

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S E R V I C E   F R O M   C O A S T   T O   C O A S T

graining your plates. For instance, how many times can Plant A and Plant B regrain that metal of yours? On thin offset metal, claims range from four to 15 regrains, . . or until the ears are pulled off on the press. Larger offset plates of .012 thickness seem regrainable until the metal is broken over the edge of the cylinder.

With the higher cost of new offset metal this factor becomes increasingly important. If your small offset metal can go as many as 15 times, there is certainly a nice saving to be made there. The difference in the number of grainings seems to be reflected in the method used by individual graining companies.

One method of removing the old image in the course of graining is to pre-wash the plate through a dipping process involving the use of a lye bath or some other strong cleaner, then scrubbing off the loosened ink and old grain. Another is to remove the old image and grain in the grainer itself.

If the old image is grained off your plates, then, obviously, enough metal must be removed from all of your plates to insure the removal of the most stubborn image on any one of them. If the image is removed by a chemical bath and scrubbing before going to the grainer, . . then it is possible to save metal on a majority of plates. Hence more grainings. How do Plant A and B stack up on this? Does either company protect the ears from being grained, thus further prolonging the life of the plate?

The problem of what price graining seems to add up to this. The actual price per plate paid for re-graining means very little. The real cost must be determined as follows: 1. The plates must flow through the plate making process without difficulty. 2. They must act uniformly on the press. 3. They must be re-grained with the minimum amount of metal being removed. 4. They must be free of defects, oxidation or any foreign matter which might cause trouble. 5. They must be absolutely uniform in reaction day after day, week after week.

And only you and your workmen can be the final judge.★★

## a test to help avoid

# STRINGY GUM ARABIC

**G**UM arabic is a natural product of the North African region. It is harvested over a wide area and under a variety of climate and soil conditions which makes for rather extensive variations in quality. The classification of gum arabic into the different grades is based largely on its source, color, and freedom from woody materials and dirt. The preferred grade for lithography is "select gum arabic sorts" which consists of



Lumps of gum arabic half submerged in water.

fairly uniform clean lumps ranging from pale yellow or buff to nearly white.

The concentration of gum arabic in arabic solutions is very closely related to the specific gravity or Baume of the solution. This makes it possible to accurately determine the strength of a solution by means of the Baume hydrometer. Unfortunately, however, the viscosity or "body" of gum solutions varies rather widely and does not necessarily indicate the concentration of gum in the solution.

This is not a very serious drawback when the solutions are to be used in plate or fountain etches or for gumming up plates but it is a source of trouble in making deep-etch coating solutions. Viscous solutions produce thick plate coatings, while fluid solutions produce thin coatings, even though the concentration of the gum in the two solutions is the same. Within limits, of course, the more viscous solutions can be thinned with water to produce satisfactory plate coatings.

Occasional lots of gum arabic produce solutions that are somewhat gelatinous or as a platemaker would

say, are "stringy." This excessive viscosity is often not evident in a fresh solution but develops after it has stood for a day or more. Deep etch coating solutions made from this type of gum will not flow uniformly over the plate surface and the coatings they produce contain comets and radical streaks. Time and money can therefore be saved by testing gum arabic for "stringiness" before it is used. The test is simple and is made as follows:

Place a single layer of gum lumps in a flat-bottomed dish or pan. The bottom of a large beaker will do. Add water until the lumps are just half submerged. Cover the dish to prevent evaporation and let it stand overnight.

If, on examination the next day, the lumps of gum have disappeared and the solution is uniformly fluid, the gum may be considered satisfactory. On the other hand, if any of the lumps have left a jelly-like residue or carcass, the gum should not be used in deep-etch coating solutions. Stirring may disperse the gelatinous material so that it cannot be seen, but the solution will not produce good coatings.

The detection of gelatinous material in powdered gum arabic requires an actual measurement of viscosity, and the method described here is not practical. Since many types of viscometers are available, the subject of viscometry need not be covered here.

A good way to dissolve lump gum arabic is to place it in a muslin or felt bag and hang it in the proper amount of water. In this way the solution drains away from the lumps and any dirt of gelatinous material is left in the bag. The gum usually goes into solution in 12 to 16 hours but this can be speeded by using warm water. One-fourth ounce of phenol (carbolic acid) added per gallon of water will prevent souring.★★—LTF.

# New 4-color press takes sheets up to 52" x 76"...



(Picture taken at the United States Printing and Lithograph Company)

It took six men two months to install this 76" four color Miehle Press (the only one in the east.) It can run 6000 sheets in an hour—has automatic oiling and dampening systems. Yet in spite of these new features, all printing on this press still must be done from plates made from a negative or positive.



... but performance  
depends on  
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That's why the few cents you pay for a sheet of film is so very important. For every job, every machine in your shop is dependent on the results you get from your photographic departments.

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a good many jobs in your shop. Its latitude saves time, saves money—by reducing the need for make-overs.

Ansco Reprolith Ortho gives you negatives of maximum contrast—dense blacks, clear whites. And its balanced orthochromatic sensitivity gives negatives of superior quality from all colored

copy in which the separation of red tones is not important.

There are four different Reprolith Films. Ask the Ansco Graphic Representative for full information about them. **Ansco, Binghamton, New York.** A Division of General Aniline & Film Corporation.

ASK FOR ***Ansco*** GRAPHIC ARTS PRODUCTS  
EASY TO HANDLE—HARD TO BEAT

# Visual CONTROLS

By Kelcy Kern



Office girl handles control data at Crocker-Union, San Francisco

**I**N the modern litho shop, all factors which make for prompt execution and delivery of orders must be under control of management at all times if a smooth operation is to be realized. However, "paper" or book records frequently comprise past history, and have to be rounded up, compared and analyzed which takes up valuable time.

The visual control system is used to give management an overall view of the status of lithographic jobs at any time of the day at The Crocker-Union litho plant in San Francisco. The production manager of this plant is C. F. Schmid, who states that the introduction of the visual control (board) system aids greatly in speeding up production and deliveries. This system was devised and developed during the war and is now used in a number of lithographic plants.

"This system works perfectly," said Mr. Schmid, "and enables me to foresee and offset delays caused by factors which otherwise might be out of sight and out of mind. The board system gives me, at a glance, the status of each order as it proceeds to production and to delivery. Any litho production

man will realize the advantage of this."

It is said that one office girl can post the board day by day from routine records, often on part time.

The visual control board used in this case is simple, and can usually be operated by an intelligent routine office worker. The flexibility of the method will be seen from the following description:

A visible index is located at the left side of the board. It is used to hold the permanent card records of the items or elements under control. There are 100 card pockets on each panel. A legend is located at the top of the board, and is used to show the meaning of the pegs and cords.

A peg hole section is placed on the main body of the board—for the purpose of visibly analyzing information on the cards by means of the pegs and cords. A heading strip is attached across the top of the peg hole section—to reveal quantity and/or time represented by peg holes from left to right. There is one tape peg for each item in the visible record panel, and each is numbered to correspond with the card pocket (at its left). Each

peg is attached to a cord which pulls outward from the board so that it may be extended from left to right on the board as needed.

The signal pegs are to be located, according to procedure, in the various peg holes, their meaning being noted on the legend at the top of the board. The "today line" is attached vertically to the board and is moved periodically from left to right in accordance with the time element in the procedure.

Thus, in making it possible to exert control in this kind of an operation, a visual method such as this offers certain advantages. It provides, at a glance, a knowledge of all pertinent facts and figures, eliminating from the executives' attention situations which are in a normal condition, spotlighting the bad points and thereby reducing the amount of time necessary to make an analyzed report.

It flashes the facts to all interested parties at one time, is flexible and can be adapted quickly. According to the users it eliminates or greatly reduces, the amount of time necessary for the accumulation of usable facts from a routine, paper record.

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TWO BIG NEW PAPER VALUES  
TO FILL THE GREAT AND  
GROWING DEMAND FOR  
25% COTTON FIBRE CONTENT  
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25% COTTON FIBRE CONTENT

A tough, tear-resisting dog-ear proof, machine bookkeeping paper with lots of backbone and a special finish for fast handling, sorting, filing and crisp, smear-proof typing. Made in Buff, White, Blue, Pink, Green-White; subs. 28 and 32.

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Makers of Papers For Business Records

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In any kind of business operation, the greatest obstacles to efficiency are bottle-necks that appear from nowhere, and always develop at the wrong time. However, it is also true that bottlenecks do not casually happen;—they are the slow, constant, growth of weak production or operating control which reflects the need for improvements. Students of business controls generally agree that, in view of these facts, the remedy at hand is to have a stronger link of production or operation functions with the central control that gives an up-to-the minute picture of your business—graphic presentation of past, present and future operations, singly, combined, and in proper relation one to the other.

Users of such systems have pointed out:

When production (or as the case may be, operation) is under accurate central control, there's far less waste of time and money—because men, resources and necessities are used to their fullest capacity. A saving of valuable man-hours, and executive time results from efficient production.

Perhaps before the war, while these needfuls and their objectives were appreciated and even sought in industry, postwar industry is becoming more visual-minded in methods of operation.★★

#### Williams Heads Phila. Assn.

John S. Williams, president of Williams & Marcus Co., was elected president of Printing Industries of Philadelphia, Inc., at the 60th annual meeting of the association held May 17.

He succeeds James A. Crawford, secretary, John T. Palmer Co., who served two years. About 400 were in attendance at the annual meeting, at which time the election and the annual golf tournament were held. Other officers elected are as follows: first vice-president, J. Wallace Scott, Jr., Allen, Lane & Scott, Inc.; second vice-president, George L. L. McGinley, Ketterlinus Litho. Mfg. Co. treasurer, Ralph V. DeKalb, Alfred J. Jordan, Inc.; recording secretary, William A. Rigley, R. W. Hartnette Co. The executive secretary is Harold F. Fiedler.



**A**NOTHER nice Crocker-Union product—a large wall calendar featuring a full color reproduction of the painting "Home of the Desert Rat," by Maynard Dixon, arrived from Ed LeVesconte, San Francisco.

ml



Positives of the above designs are being made available to members of the LTF for use on letterheads, promotion, etc.

ml

*A typographical error in our story last month on the new Mt. Joy, Pa. plant of Seiler Printing Co., accidentally chopped the new plant in half. The story said the size of the new modern plant was 60 x 100 feet. Actually it is 60 x 200 feet. The 30 x 120 foot paper storage wing remains as reported.*

ml

Frederick B. Heitkamp, vice president of ATF, Inc., has had a busy speaking schedule recently. Among groups which he has addressed are: The Advertiser's Club of Cincinnati, a regional conference in Newark of The National Assn. of Real Estate Boards, and the school of engineering at Princeton University.

ml

**Notes on the Point of Purchase Symposium at the Biltmore in New York. May 12: Johnny, the red-coated bell boy who never seems to be able to locate**

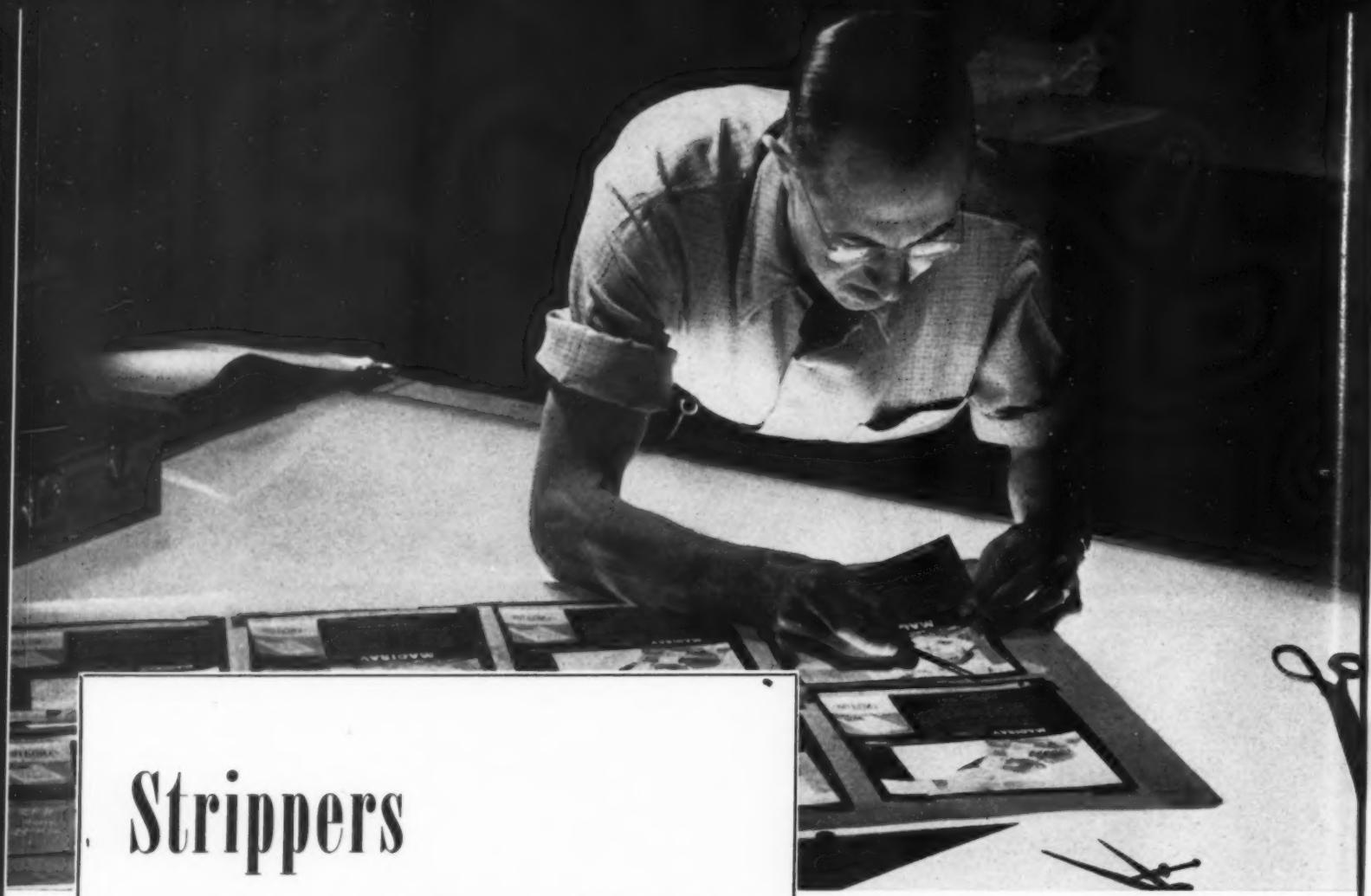
Phillip Morris, was one of the awards at the symposium. He was "won" by Herbert E. Zippordt, Chicago lithographer. Mr. Z is entitled to have Johnny for an evening for entertainment at home or at any affair he wishes. He was so flabbergasted (who wouldn't be) that he could announce no plans for the event . . . A display which caught the eye of many was a life-size cutout girl who moved her lips in synchronization with a concealed record player mechanism inside. She talked about the advantages of such a display. The company which showed it is Audio-Visual Advertising Co., Inc., 50 E. 42 St., NY . . . By the time these notes appear in print you will have seen the new Golden Spike campaign of Seagram's sparked by a host of lithographed materials, as previewed at the meeting.

ml

Pacific Press, Los Angeles, is advertising its new Dutro-Hendy offset press, the first in the country. Advertising shows a picture of the press a six-color job, printing any combination of six colors. A booklet, "12 Ways to Create the Best Impression" is offered by the firm.

ml

A Pearl Anniversary issue of "Printed Words," house magazine of Von Hoffman Press, St. Louis, was issued during the past month in an attractive format featuring a "mother of pearl" cover stock, die cut to show a pearl inside. Photos of 15 craftsmen of the firm are shown and a brief 30-year history of Von Hoffman Press is given. A new two-color press, a new camera and photocomposing machine are shown, as well as samples of work produced in the plant. The publication now in its 11th year, is offset throughout. Mildred Weiler who recently joined the firm, is editor. She was formerly with the Associated Printers and Lithographers of St. Louis.★★



# Strippers endorse "Photolith" because it strips easily

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protects film . . . simplifies handling  
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These and other inherent characteristics of Du Pont "Photolith" Film further explain its growing popularity. It is a film highly approved by strippers, dot etchers and cameramen in many leading lithographic plants.

"Photolith" has a low safelight fog factor. It's a contrasty film. Produces crisp, hard dots that hold the core. It has speed and wide latitude. A quick-drying film with hard emulsion . . . easy to scribe . . . easy to opaque . . . easy to etch. Its qualities aid in producing the kind of finished work that keeps customers happy.

Try this fine film. See for yourself why strippers wholeheartedly endorse it. Your dealer can supply you. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware.

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# ABOUT THE TRADE

## Cole Is Deputy Public Printer

Public Printer John J. Deviny on May 13, announced before a group of Government Printing Office officials that he had appointed Phillip L. Cole Deputy Public Printer of the United States.

This appointment fills the vacancy which was created when Mr. Deviny, the former deputy, became Public Printer on May 6.

The new deputy, like Mr. Deviny, is a career employee, having entered the civil service as an apprentice printer in 1923. Mr. Cole had been planning manager in the GPO since 1945.

Other appointments, to fill vacancies created by the promotion of the new deputy and the recent death of William J. Cassiday, Director of Purchases, were announced at the meeting as follows:

James W. Broderick, assistant production manager, to be planning manager; Emmet I. Hill, director of commercial planning to be director of purchases; John A. McLean superintendent of platemaking, to be assistant production manager; William S. McAndrew, assistant superintendent of platemaking, to be superintendent of platemaking; and Vincent G. Walkendifer, foreman of finishing and moulding and stereotyping section, to be assistant superintendent of platemaking.

## Natl. Can in New Plant

National Can Co. is now operating in a new, modern plant located in Alcoa Building No. 45, Canonsburg, Pa., William G. Kammerer, plant manager, reports. The new plant, which has 100,000 square feet of space, all on one floor, replaces the company's plant, formerly operated at McKeesport, Pa.

The Cannonsburg plant is of

modern construction with six overhead cranes, and has a ten car railroad siding, with facilities for handling truck shipments. Four new coating lines and one press line are to be added within a few weeks. Partial production began March 1, and full operation is to be underway by late July.

"We are equipped to do coated and lithographed work of the highest type for the trade, including complete art work and platemaking facilities," Mr. Kammerer told *Modern Lithography*.

## Invite St. Louis Entries

The Associated Printers & Lithographers of St. Louis have sent out entry blanks inviting offset and letterpress printers and advertising agencies to list the type of printed material they plan to enter in the "Parade of Printing," to be sponsored by the association in November. The Association plans a buffet supper in Novem-

ber to take the place of the Annual Graphic Arts Dinner regularly held in November. A board of judges will award prizes in various classifications.

## Plan Craftsmen Ladies Events

A program for the ladies attending the 29th annual convention of the International Assn. of Printing House Craftsmen is being planned by a committee in Cleveland headed by Mrs. M. L. Adams. Plans include city sightseeing trips, a tour of the lake shore drive, the Lighting Institute at Nela Park, a luncheon, an excursion on a lake steamer, shopping, and the annual banquet. The convention is to be at Hotel Cleveland, that city, August 8-11.

## Manz Opens N.Y. Office

The Manz Corp., Chicago printers and lithographers, recently opened a New York office on the 64th floor of the Empire State Building. Eugene P. Pattberg is in charge of the office.



## Graduate from Intensive Course

Ten men were graduated from the "intensive survey" course at the Chicago Lithographic Institute May 8. Above are: First row, L. to R.—Michael H. Bruno, Litho. Tech. Foundation; Wm O. Morgan, institute director; Robert F. Reed, LTF; second row—R. J. Richards, instructor; Adrian J. Seymour, E. F. Palmer & Co.; Clarence A. Vistain, Harold M. Pitman Co.; Robert W. Jaeger, Chicago Show Printing Co.; James M.

Sullivan, U. S. Prtg. & Litho.; Andrew Helming, Chicago Show Printing. Third row—Albert N. Brown, instructor; John H. Mueller, Chas. Hellmuth Ptg. Ink; Marshall N. Berlin, I. S. Berlin Ptg. Co.; Arthur C. Burdick, U. S. Prtg. & Litho. Fourth row—Frank C. Oehme, Gothic Press. At the commencement exercises C. A. Nordberg of Chicago Offset Printing Co., spoke. Next fall's class, due to open September 15 still had some openings on June 1.

# When Special Stocks demand special inks

● From book matches to boxes, bread wrappers to metal signs—Daycos are unequaled for waxing, graining, coating and varnishing. Delivering matchless printed work on tricky papers, metals, glass or wood—Dayco's velvety, smooth surface picks up and deposits special inks evenly on letterpress forms or offset plates. The patented, exclusive "tailor-made" construction of Dayco Rollers makes them outlast ordinary rollers four to one, even when working with Hydry, heat set, metallic, fast drying, oil base and other inks. Daycos don't absorb ink pigments, swell out of round or develop high and low spots. Unaffected by oils, moisture or acids—Daycos can *print it for you better, at lower cost per month!* Get the facts from: *Dayton Rubber, Dayton, Ohio.*



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L. M. Stempel



George G. Carnegie, Jr.

### Form New Press Manufacturing Firm

The organization of the Imperial Lithograph Press Corp., New York, to produce a new web or roll-fed offset perfecting press, was announced June 1 by L. M. Stempel and George G. Carnegie, Jr. Mr. Stempel is president of Imperial, and Mr. Carnegie is vice president and sales manager. Mr. Carnegie was formerly assistant manager of the Offset Press Division of R. Hoe & Co., Inc., New York.

The new press, designed by Mr. Stempel, handles a roll up to 14 inches wide and is equipped with a sheet

cut-off of 8½". It prints two colors on one side or one color on both sides of the web, and will also imprint, number, and perforate, in a single operation. Mr. Carnegie said that the new press was designed to meet today's demand for color and high speed production, and said "this press will deliver up to 30,000 accurately cut sheets per hour in multi-color." He said the first press is to be installed shortly.

Sales offices of the new firm are at 11 West 42 St., New York 18, N.Y.

### Chicago Bowlers Elect

Frank L. Rice of American Roller Co., Chicago, was elected president of the Chicago Craftsmen's Bowling League at the annual meeting last month. He succeeds Roy J. Miller, superintendent of printing, Butler Bros. William Walker of Sigmund Ullman, Div., Sun Chemical Corp., was advanced to the vice presidency from the treasurer's post, which he has held for many years. Paul Buhrk of Sinclair & Valentine Co., was elected treasurer, and the new secretary is Frank Swanberg of Spiegles, Inc.

Some 300 Craftsmen bowlers attended the dinner at the Furniture Club where Charles Duval of Inland Press, a litho concern, and president of the Craftsmen's Club, presented trophies to winners of the tournament. Sigmund-Ullman's team took top honors with a score of 54 won, 36 lost. Second place went to the team from the George F. McKiernan Co., combination plant, on a showing of 52 won, 38 lost.

Scores of other litho firms repre-

sented in the lineup, were as follows: Butler Bros., won 45-lost 45; Central Envelope & Litho Co., 45-45; Chicago Litho Plate Graining Co., 44-46; Workman Mfg. Co., 40-50.

### 15,000 At Chicago Art Show

The increasing attention which the general public is giving to advertising art was evidenced by reports from Chicago that approximately 15,000 persons viewed the 16th annual exhibit of commercial art, sponsored by the Art Directors Club of Chicago, while it was on display at the Art Institute, May 3 to 16.

Nearly 2,400 entries were submitted for the show from artists located between the gulf and Canada, and from Denver to Pittsburgh. From these the judges selected 239 for hanging in the Art Institute's gallery. The jury selected 19 to receive medals and 13 others for merit awards.

Three categories were set up for (1) design of complete advertisement or unit, in magazine, trade periodical,

newspaper, direct mail, posters, display and miscellaneous, and editorial design; (2) advertising and editorial art; and (3) advertising and editorial photography. In the category of direct mail, posters, car cards, and display material adapted to the lithographic process, some 25 pieces were hung. Among litho concerns involved in their production were the following: R. R. Donnelley & Sons Co., Poole Bros. Co., I. S. Berlin Printing & Lithographing Co., Geo. F. McKiernan & Co., McCormick & Henderson, Inc., Arandell Litho Corp., Oval & Koster, and Newman-Rudolph Litho Co.

### Hold Milwaukee Conference

Dr. Paul J. Mundie, noted psychologist, was scheduled as the feature speaker at the 6th district Craftsmen's Club conference at the Schroeder Hotel, Milwaukee, Wis., June 12. Dr. Mundie was to talk on "Dynamics of Good Management." Technical problems of the printing trade were to be discussed at a round table session, following the morning opening of the conference at which Milwaukee's mayor Frank Zeidler was to speak. Other events on the 1-day program included a luncheon meeting and an evening dinner-dance. Milwaukee-Racine Craftsmen's Club was host to the gathering, with Victor Schwarze as general chairman of arrangements, assisted by Fielding Utz, 6th district representative in the International Assn., and Gradie Oakes, international vice-president. Several hundred members of the Chicago Rock River and Five Counties clubs were expected.

### St. Regis VP Retires

Ambrose T. Plunkett, vice-president of the St. Regis Sales Corp. subsidiary of the St. Regis Paper Co., is to retire July 1, after serving the firm and a subsidiary for 33 years, the company announced.

### L. K. Grulee, Chicago, Dies

Lowry Kennedy Grulee, executive vice president of the Wallace Press, Chicago, died May 13, at the age of 64 years.

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C. A. HARWOOD



W. DONALD HEIDE

#### Appointed by EBCo Press Firm

C. A. Harwood (above, left) was appointed Pacific district manager of the Printing Machinery Div., Electric Boat Co., and W. Donald Heide (right) was appointed sales representative, Stuart E. Arnett, sales manager, announced during May. Mr. Harwood was formerly with the Harris-Seybold Co. in Ohio and California. He is a member of the San Francisco Craftsmen, the Big Ten

Club in Los Angeles, and the Hollywood Advertising Club. A district office will be opened by the company in San Francisco for sales and service of EBCo offset presses. Mr. Heide was with the Printing House of William Edwin Rudge until 1937, was eastern sales manager for Corday & Gross Co., Cleveland, and sales representative of Harris-Seybold Co.

#### AIGA Plans Printing Exhibit

A comprehensive exhibit of commercial printing is to be held early in 1949 by the American Institute of Graphic Arts, New York, and will include specimens of work done by all of the processes, executive director Stanton L. Catlin, made known May 12. He announced preliminary plans at a meeting of the Young Lithographers Assn. of New York, at which he was the speaker. A call for material will be issued this fall, Mr. Catlin said, and the exhibit will probably be opened about February, 1949. It will include such classifications of printing as direct mail, manuals, company reports, labels, mail order material, posters, advertising and others. Will Burton, art director of *Fortune*, is chairman of the AIGA committee making plans.

#### Plan Western Packaging Show

Both the technical and the sales promotional aspects of packaging are to be covered in the Western Packaging Conference and Exposition to be held in the San Francisco Civic Auditorium, August 10-13. Pre-packaging, package design, new equipment de-

velopments, and new materials, all will be covered in the program. Questionnaires were recently sent to interested firms throughout the West and returns have indicated lines of interest around which the program is being built, officials report. Information on the affair is available from Western Packaging Exposition, 759 Monadnock Building, San Francisco 5, Calif.

#### Western Renews Disney Rights

Western Printing and Lithographing Co., Racine, Wis., on May 14 announced that it had signed a ten year contract with Walt Disney Productions for exclusive book publishing rights of Disney cartoon material. The first contract between the two firms was signed 15 years ago, E. H. Wadewitz, president of Western said.

According to *Variety*, publication of the entertainment world, Disney obtained a \$1,000,000 loan from Western, to be repaid over a ten year period, by withholding royalties due Disney from publication of the books. Disney's royalties have been running about \$200,000 per year, *Variety* reports. One of the recent Disney books, "Tales of Uncle Remus," sel-

ling at \$1.50 per copy, ran to 100,000 copies on the first printing and 150,000 on the second, it was reported.

#### LTF Seeks Equipment

A list of equipment and materials needed by the Lithographic Technical Foundation laboratory was recently distributed by LTF. "If the Foundation were to receive a special contribution of some part of, or all of the equipment we would be that much closer to providing lithographers with greatly improved control of tone reproduction," said a letter from Wade E. Griswold, accompanying the list. The list contained such items as a colorimeter, spectrophotometer, air conditioning units, infra red lamps, woodworking and plumbing tools, micrometers, motors, electric type writers, and many others.

#### Call Police in Texas Strike

Police protection for those employees desiring to continue working during prolonged picketing at the lithographic plant of Maverick-Clarke Co., San Antonio, Texas, was asked for during May by R. P. Grieve, general manager of the plant. One employee claimed he had been attacked by a picket and another man. Mr. Grieve asserted that "only a handful of strikers was left, many having returned to work, and others having left the city."

#### Meehan-Tooker Adds Equipment

Meehan-Tooker, Inc. has recently added more equipment to its plant at 160 Varick St., New York, Arthur Fiehn, company executive, announced. A Rutherford photocomposing machine with a capacity for 50 x 69" plates, and a Harris 17 x 22" offset press were installed, and a Harris 42 x 58" two-color offset press was to be delivered late in May.

#### Lewin Joins Brett

Robert Lewin, formerly vice president of Associated American Artists, New York, recently joined the sales department of Brett Lithographing Co., Long Island City, N.Y. Gerard Urban, formerly a production executive at Brett is now in the sales department.

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All sizes new plates for both Harris and Webendorfer Presses, in stock for immediate delivery.

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## Rising Cost Problems on LNA Agenda

MORE details of the program of the 43rd annual convention of the Lithographers National Assn., to be held at the Greenbrier, White Sulphur Springs, W. Va., July 21-24 were announced June 1. The steadily increasing costs of production are helping to shape the program to deal with the labor, production and market problems involved. All lithographers, regardless of association membership, have been invited to attend.

The discussion of the lithographic labor situation, states W. Floyd Maxwell, executive director of the LNA, will include a report on results of contract negotiations which have taken place in the industry during the latter half of 1947 and the first half of 1948. This inventory will include, not only the question of economic factors involved, but also other aspects of collective bargaining, particularly those related to the employer's position under the Labor-Management Relations Act, 1947.

Some of the other subjects to be covered will be welfare and insurance plans, such as those recently negotiated in the New York, Chicago, Cincinnati and Detroit contracts; the problems of manpower in the industry; the non-working foreman and superintendent; the problem of employee education and training, and similar subjects directly related to the stability and continued development of the industry.

Time also will be available for informal discussion of employer-employee problems with or without labor agreements.

In the fields of production and markets, Mr. Maxwell said that LNA has two surveys underway and results will be discussed at the convention. One of these surveys covers the actual lithographic press hourly cost rates and certain press cost operational factors as shown by experience during 1947. The second survey covers lithographic press capacity,

the expansion of such capacity that has taken place between January 1, 1947, and May 1, 1948, and the future expansion planned between May 1, 1948, and July 1, 1949. This study of lithographic press capacity will be related to major product lines. It is expected that information developed will throw light on problems relating to plant expansion, in particular, as related to broad groups of lithographic products. The two surveys are industry-wide and the results will be available to all lithographers who cooperated by sending in the requested information.

One full convention session will be devoted to a presentation of the results of these surveys and to discussions of cost reduction in the lithographic industry. This session will allow lithographers to find out what has actually happened to press operating costs in the industry, as well as to obtain facts with respect to present and prospective expansion of lithographic press capacity by major product lines. With mounting costs already threatening to price certain lithographic products out of the market, and with competition for business among lithographers generally becoming much keener, it is believed that this LNA convention session will be of particular interest to the industry, Mr. Maxwell said.

Other convention sessions will deal with lithographic manpower problems, the proper training of adequate personnel, and with the latest developments in techniques and methods for lithographic production. This last and some of the other sessions will be opened on a panel discussion basis.

The election of directors will take place on Thursday, July 22, and the members annual business meeting on Friday morning. This will be the first election of directors under the recent constitutional revision which provides for specific rotation of directors, and the last annual meeting when the full board will be up for

reelection in any one year. Five classes of five directors each will be elected this year for terms of one, two, three, four, and five years respectively. In 1949 and subsequent years five directors will be elected to serve a term of five years and no director who has served five consecutive years as a director will be eligible to succeed himself on the board during the following year. While this meeting is the annual business meeting of the association, in addition to the normal business of such a meeting several topics of prime importance to the industry will be presented for discussion by the lithographers in attendance.

A luncheon meeting for bank lithographers is scheduled for Wednesday noon, July 21, immediately following the regular morning convention session. This will be an informal get-together meeting for discussion of matters of particular interest to this group.

The association's annual dinner will be held Thursday evening, July 22. The LNA golf tournament with a full schedule of events and prizes for both men and women will be held on Saturday at the conclusion of the business sessions. Gerry Mathison of the Michigan Lithographing Co., Grand Rapids, is chairman of the golf committee again this year.

Hotel reservations may be made directly with the hotel.

### Ketterlinus Man Retires

Frank W. Roberts, purchasing agent for the Ketterlinus Lithographic Mfg. Co., Philadelphia, is to retire July 1, the company announced during May. Mr. Roberts has been with the company for over 57 years.

George T. Barry, who has been Mr. Roberts' assistant for many years, has been appointed purchasing agent.

### AIGA Medal to Wroth

Lawrence Counselman Wroth, librarian of the John Carter Brown Library, Providence, R.I., described as a bibliographer, author, lecturer, scholar and historian, was awarded the Institute Medal, May 26 by the American Institute of Graphic Arts at its annual meeting in New York.



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## Over 1,000 at Point of Purchase Meeting

THE increasing importance of lithographed point-of-purchase advertising material in local and national advertising campaigns was emphasized May 12 in New York when over 1,000 lithographers and advertising men and women gathered at Hotel Biltmore for a point-of-purchase symposium. The affair, sponsored by the Point of Purchase Advertising Institute, was marked by numerous exhibits of lithographers and other suppliers of point-of-purchase material.

One of the speakers, J. Ward Maurer, Wildroot Co., gave a progress report of window display tests being made in Rochester and Syracuse, N. Y., and said that displays had been shown to increase sales of a specific item from 66 to 109 percent, while the closest competitive item declined in sales from two to 20 percent during the tests. These tests were to continue until June 1 and a complete report is due by midsummer, he said.

Other speakers included George Mosley, Seagram-Distillers Corp., J. Herbert Stickle, Westinghouse, Home Radio Div., and Zenn Kaufman, Phillip Morris & Co., Ltd., Inc. Presiding at the sessions were Clifford L. Vanderbogart, Niagara Lithograph Co., Buffalo, N. Y., president of POPAI and Norman McKean, executive secretary.

The following firms had exhibits at the show: Continental Lithographing Corp., Cleveland; Einson-Freeman Co., Long Island City; Forbes Lithograph Co., Boston; Industrial Lithograph Co., New York; Kindred, MacLean & Co., Long Island City; Magill-Weinsheimer Co., Chicago; Niagara Lithograph Co., Buf-

falo; Mounting & Finishing Industry (representing 18 firms); Palmer Associates, New York; Pioneer Mounting & Finishing Co., New York; Rode & Brand, New York; U.S. Printing & Lithograph Co., Cincinnati; Window Advertising, Inc., New York; Zerbo, Inc., New York, and Consolidated Lithographing Corp., Brooklyn.

### Open N. Y. Fund Drive

For the sixth consecutive year, James L. Murphy, secretary-treasurer of the Consolidated Lithographing

Corp., is chairman of the solicitation committee which will canvass business concern and employee groups in the graphic arts field in New York for the Greater New York Fund.

Associated with Mr. Murphy on the graphic arts solicitation committee in Manhattan are: Samuel B. Stein, Consolidated Mounting and Finishing Co.; Anthony J. Math, Sinclair & Valentine; A. H. Niemy, Medo Photo Supply Corporation; David J. Bookbinder, King Typographic Service Corporation; Charles P. Schmid, Trautman, Bailey and Blampey; William Bresford, of James Gray, Inc. and David W. Schulkind, E. P. Lawson and Company Inc.



Top: Clifford L. Vanderbogart, Niagara Lithograph Co., Buffalo, president of POPAI, and Norman F. McKean, executive secretary. Center, left: Displays of Magill-Weinsheimer Co. in foreground and Rode & Brand in background; right: the Einson-Freeman display. Lower left: The Forbes Lithograph Co. exhibit; right: Pioneer Mounting & Finishing Co., which showed a self-locking easel, weatherproof materials, crescent cutting, and other display materials.



MOONLIGHT A lithograph by Stow Wengenroth

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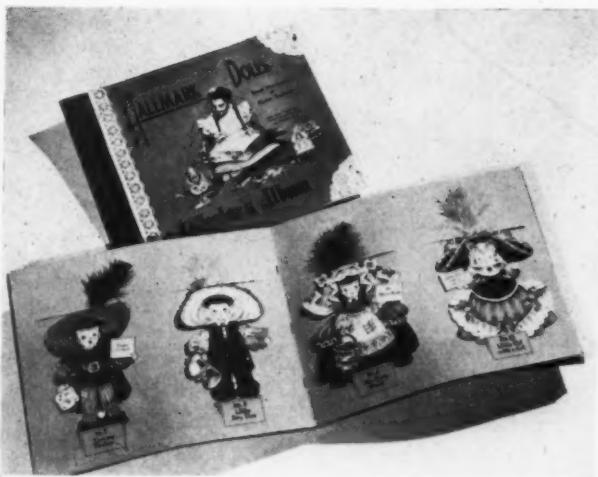
NAVAJO VELLUM

MOHAWK VELLUM

NAVAJO COVER



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### New Hallmark Album

An album designed for young doll collectors has just been introduced by Hall Brothers, Inc., Kansas City greeting card firm, to promote its line of Hallmark cards. Combining entertainment, educational and keepsake values, the album has holders for all 16 of the company's Hallmark dolls. The story of each nursery rhyme character is told in rhyme on each doll. Dolls may be removed from the slotted pages.

### Chicago Grants Wage Increase

The Chicago Lithographers Association and Chicago Local No. 4, Amalgamated Lithographers of America concluded negotiations late in April for a new contract including the following details:

A wage increase of \$8 per week effective May 1, was granted to employees earning \$45 or more per week, and a \$6 increase to all earning less than \$45. These increases are to be added to the minimum wage scale. Local 4 had asked for an increase of \$14 a week across the board.

An additional \$2 is added to the prevailing \$4 and \$5 night shift compensation above the day shift rate for all employees on the second and third shifts. On presses up to and including 29 inches, \$4 is added to the 1947 wage scale of \$64.50, before adding the additional increase of \$8. Foremen and apprentices are to be included in wage increases. Increases given apprentices are to apply on the same basis as to journeymen and paid in a lump sum, rather than spread over the indenture period.

No change was made in the work week, hours on first and second shifts remaining at 36½ hours, as before, and 31½ hours on the third shift. The union had asked for a 35 hour week on the day shift, 30 hours on the first night shift and 25 hours on the last night shift.

On overtime for the first three hours employees will receive time and a half, and, double time thereafter. For work done on Saturday and Sun-

day the rate is double time while on six holidays the rate is triple time when worked, plus the regular full holiday pay.

Those employed one or more years get a two weeks' paid vacation and employees of less than one full year receive one day's vacation for each five weeks of work but not for a fraction of a week.

Details of a health and welfare insurance program are to be worked out by a joint committee of employers and members of Local 4. Cost of

### Few Realize Power of Displays, Says Voice

MANY manufacturers still do not realize the powerful influence of point of sale displays in making sales, Sidney P. Voice, chairman of the board of Consolidated Lithographing Corp., Brooklyn N.Y., said in Chicago last month. During the past ten years, however, this attitude has been greatly changed, he commented during the convention of the National Association of Tobacco Distributors, where Consolidated had a display of its products.

"Most manufacturers used to be afraid to use what is known as "carded items," he said. "They felt that counter displays of merchandise or lithographed racks, easels or other supports, where the customer could serve himself, were only for cheap, poor quality goods. That's different now; there's no longer any hesitation about putting high class, expensive

this program will be borne by employers but is not to exceed \$1 per employee per week.

### Join Chicago Craftsmen

Robert F. Reed, research consultant of the Lithographic Technical Foundation has become a member of the Chicago Club of Printing House Craftsmen, on a transfer from the Cincinnati Club. George Sivertsen, now with the Frederick H. Levey Co., ink manufacturers in Chicago, also transferred to the Chicago club from Philadelphia. Others inducted into the Chicago group at its April 20 meeting included Wm. F. Bowe, American Roller Co.; W. C. Cooper, R. Hoe & Co.; and George J. Gurrister, offset foreman, Butler Bros.

### Lectures at Chicago Institute

Harold S. Dethleffson of Process Litho Arts, Inc., Chicago trade shop, was a special lecturer at the Chicago Lithographic Institute early last month, where he presented a demonstration of the Bourges overlay process to members of the Intensive Survey of Lithography class.

items right out where the customer can get them."

The transformation, he declared, is largely due to development of the super-market method of merchandising, where it has been adequately demonstrated that, through the power of suggestion, people will buy merchandise put right out in front of them.

"They wouldn't buy it if they did not see it," he said. "And now a tremendous proportion of sales in stores of every sort are made through the suggestive effect of seeing the article within ready reach."

Included in Consolidated's exhibit at the Palmer House was a variety of lithographed "merchandisers" developed by the company for national manufacturers, along with other effective lithographed promotional aids for the tobacco industry.

## Offset Books Attract Interest at Chicago

THREE public exhibitions of the 1948 selection of 81 "Books by Offset" which were held in Chicago last month attracted widespread attention among lithographers and publishing houses and helped to increase the general understanding of the possibilities for use of offset lithography in the production of books.

Premier showing of the 1948 selections was May 4 at a dinner meeting of the Chicago Book Clinic. This was followed next day by the opening of a month-long display of the volumes in the Swigart Paper Co's Gallery of Printed Ideas, 717 S. Wells St. Then, from May 18 to 21, a third exhibition of the 81 volumes was made to a nation-wide audience gathered at the Palmer House for the convention of the American Book Publishers Association.

At the Book Clinic dinner, attended by publishers and others concerned with book production processes, A. Albert Freeman, director of Books by Offset Lithography, Inc., sponsor of the project, presented certificates of merit to Rand, McNally & Co., and the University of Chicago Press, the two Chicago publishers represented among the 81 selections. Acceptance was made by Miss Marian Dittman for Rand, McNally and Norman Wolfe for the U. of C. Press. Others who talked included Robt. D. Bezucha, art director, Western Printing & Lithographing Co., Racine, Wis., Wm. Nicoll, designer, Scott, Foresman & Co., Chicago, and Wayne Adams, director of co-ordination, Magill-Weinsheimer Co., Chicago, all of whom had a part in committee work on the selection of this year's volumes.

Speaking at conferences in the Swigart gallery on the first three mornings of the opening week, Mr. Freeman stressed that the affair was in no way a contest. "Our purpose," he said, "is definitely educational. We are not out to 'sell' offset but to make more people understand that offset has a place in book production

and to tell them how offset can be used, so that publishers can continue to develop a type of work not possible in book production before offset was available."

While nothing definite has yet been determined, it is possible, Mr. Freeman said, that next year a Chicago committee will judge all books in every category submitted by publishers or lithographers located between Chicago and the Pacific Coast, while a New York committee will do the same for books produced between Chicago and the Atlantic Coast. This he said, is being considered, in view of the revelation this year, that there is a definite trend to use of offset among western publishers.

Accompanying his informal morning talks Mr. Freeman showed an assortment of original art work used in various books and explained the technical problems involved in reproduction of this art by lithography. Most of what was done with this art work, he asserted, could not have been achieved without use of the offset process.

A total of 398 books was submitted by 109 publishers for judging this year, Mr. Freeman stated. Of the 109 publishers, 68 were located in New York and 41 throughout the rest of the country. The 398 books

represented, also, the work of 80 lithographers.

Publishers of the 81 books selected for showing this year on the basis of their outstanding use of lithography to meet technical problems, numbered 50, of whom 30 are from New York and 20 from the rest of the country. Lithographers who produced the 81 selected books number 42, of whom 18 are from New York and 24 from other cities.

Following the New York exhibition which was scheduled to open June 21 for a five-day showing at the Architectural League Galleries, a travelling exhibit of the 1948 selection of Books By Offset will be started on tour, Mr. Freeman announced. Starting in the New England states in September or early October, this exhibit will continue at dates to be announced later, until it reaches the Pacific Coast.

Supplementing the display of the books in its gallery, Swigart Paper Co's sales production manager, Chas. H. Nixon, had arranged an extensive background display of commercial work turned out by Chicago lithographers. Included was a collection of brilliantly colored Fred Harvey restaurant menu cards, travel literature, magazines produced wholly by offset, direct mail pieces and prize winners in the recent Chicago Society of Typographic Arts "Design in Chicago Printing," contest.

## Offset Emphasized by Booksellers Association

BOOKS by offset were an outstanding feature of the trade exhibit at the convention of the American Booksellers Assn. in Chicago's Palmer House, May 18 to 21.

Books by Offset Lithography, Inc., was on hand with an exhibit of the 1948 selections of 81 offset volumes, with Miss Freda Browne of the New York headquarters, as hostess. A continuous stream of visitors inspected the display and learned about possibilities for use of the process in book reproduction.

Supplementing this showing, a

major proportion of the 116 other exhibitors also displayed evidence of their own extensive use of offset.

Some use the process, it was revealed, only for production of jackets or end papers. Others use it for inserts, ranging from maps, diagrams or color illustrations to entire signatures carrying pictures exclusively. Some novel combinations of offset and letterpress were noted. Still others, had many volumes entirely the product of offset presses.

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BOISE, IDAHO	Zellerbach Paper Company
BOSTON, MASS.	Storms & Bement Company
BUFFALO, N. Y.	The Alling & Cory Company
CHARLOTTE, N. C.	Caskie Paper Company, Inc.
CHICAGO, ILL.	{ Virginia Paper Company, Inc. Chicago Paper Company
CINCINNATI, OHIO	{ McIntosh Paper Company
CLEVELAND, OHIO	The Diem & Wing Paper Co.
COLUMBUS, OHIO	The Petrequin Paper Company
DALLAS, TEXAS	The Alling & Cory Company
DENVER, COLO.	The Cincinnati Cordage & Paper Co.
DES MOINES, IOWA	Olmsted-Kirk Company
DETROIT, MICH.	Carpenter Paper Co.
DUBUQUE, IOWA	{ Western Newspaper Union Newhouse Paper Company
EUGENE, ORE.	Seaman-Patrick Paper Company
FORT WORTH, TEXAS	Newhouse Paper Company
FRESNO, CAL.	Zellerbach Paper Company
GRAND RAPIDS, MICH.	Olmsted-Kirk Company
GREAT FALLS, MONT.	Zellerbach Paper Company
HARRISBURG, PA.	Quimby-Kain Paper Company
HARTFORD, CONN.	The John Leslie Paper Co.
HOUSTON, TEXAS	The Alling & Cory Company
INDIANAPOLIS, IND.	Henry Lindenmeyer & Sons
JACKSONVILLE, FLA.	Crescent Paper Company
KANSAS CITY, MO.	Virginia Paper Company, Inc.
LANSING, MICH.	Midwestern Paper Company
LITTLE ROCK, ARK.	The Weisinger Paper Company
LONG BEACH, CAL.	{ Western Newspaper Union Arkansas Paper Company
LOS ANGELES, CAL.	Zellerbach Paper Company
LOUISVILLE, KY.	Zellerbach Paper Company
LYNCHBURG, VA.	Miller Paper Company
MEMPHIS, TENN.	Caskie Paper Company, Inc.
MILWAUKEE, WIS.	Woodson & Bozeman, Inc.
MINNEAPOLIS, MINN.	Nackie Paper Company
MOLINE, ILL.	The John Leslie Paper Company
NASHVILLE, TENN.	Newhouse Paper Company
NEWARK, N. J.	Clements Paper Company
NEW HAVEN, CONN.	Henry Lindenmeyer & Sons
NEW ORLEANS, LA.	Lathrop Paper Company, Inc.
NEW YORK CITY	{ The Alling & Cory Company J. E. Linde Paper Company
OAKLAND, CAL.	The Canfield Paper Company
OKLAHOMA CITY, OKLA.	Marquardt & Company, Inc.
OMAHA, NEB.	Schlomer Paper Corporation
PHILADELPHIA, PA.	Zellerbach Paper Company
PHOENIX, ARIZ.	Western Newspaper Union
PITTSBURGH, PA.	Field Paper Company
PORTLAND, ME.	D. L. Ward Company
PORTLAND, ORE.	Schuylkill Paper Company
RENO, NEV.	Zellerbach Paper Company
RICHMOND, VA.	The Alling & Cory Company
ROCHESTER, N. Y.	C. M. Rice Paper Company
SACRAMENTO, CAL.	Zellerbach Paper Company
ST. LOUIS, MO.	Zellerbach Paper Company
ST. PAUL, MINN.	{ Beacon Paper Company Tobey Fine Papers, Inc.
SALT LAKE CITY, UTAH	The John Leslie Paper Co.
SAN DIEGO, CAL.	Newhouse Paper Company
SAN FRANCISCO, CAL.	Zellerbach Paper Company
SAN JOSE, CAL.	Zellerbach Paper Company
SEATTLE, WASH.	Zellerbach Paper Company
SHREVEPORT, LA.	Louisiana Paper Company, Ltd.
SPokane, WASH.	Zellerbach Paper Company
SPRINGFIELD, MASS.	The Paper House of New England
STOCKTON, CAL.	Zellerbach Paper Company
TOPEKA, KAN.	Midwestern Paper Company
TROY, N. Y.	Tridy Paper Corporation
TULSA, OKLA.	Tulsa Paper Company
WACO, TEXAS	Olmsted-Kirk Company
WALLA WALLA, WASH.	Zellerbach Paper Company
WASHINGTON, D. C.	Stanford Paper Company
YAKIMA, WASH.	Zellerbach Paper Company

\*

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oldest publishing house, discovered offset during the war, according to Walter T. Oakley, sales manager for its American branch. While letterpress is still used for most of the firm's publications, offset has proven highly valuable, he said, in bringing out reprints of books for which the original type has been destroyed.

Pointing to one volume, Arnold J. Toynbee's "A Study of History," Mr. Oakley said that when issued in England in March, 1947, it was impossible to export a stock to New York for the American market. Proof sheets of the 630 pages were therefore mailed to New York and an American edition was produced by offset by the Duenwald Printing Co. in New York.

In contrast, as to age, Tell-Well Press, Inc., of Kansas City, Mo., was possibly the youngest publishing house at the show. Started two years ago by two war veterans, Bill and Bernard Martin, the enterprise was planned during the war while the two brothers were on bombing raids in a plane christened "The Squeegy Bug." Appropriately, "Little Squeegy Bug," a juvenile, was the title of their first volume. This has been followed by four others, all produced by offset with the company's own facilities at Kansas City.

Westminster Press, Philadelphia, a religious publishing house, displayed the first five of a series of children's books which will run into thirty-four numbers. All original illustrations are being prepared with fluorescent water colors. Pamphlets explaining the advantages of this fluorescent process were distributed at the booth.

Albert Whitman & Co., Chicago publisher, has been using offset since 1931, E. J. Wamback, sales representative, stated. Eighteen years ago attention of a member of the firm was first drawn to several examples of offset books produced in Bavaria and Sweden. Now about 75 percent of their books are produced by offset, largely at the Newman-Rudolph Lithographing Co.'s Chicago plant, he said. Most recent new volume is a pictorial story of "Lincoln's Gettysburg Address," the pictures for

#### Heads Books by Offset



E. G. Williams (above), president of American Type Founders Sales Corp., Elizabeth, N.J. was elected president of Books by Offset Lithography, Inc., May 3. He succeeds C. W. Dickinson of R. Hoe & Co., New York, to this post. E. B. Davis, vice president of Ideal Roller & Mfg. Co., Chicago, was elected vice president, and Hugh R. Adams, Jr., president of Roberts & Porter, Inc., New York and Chicago, was named secretary-treasurer. A. A. Freeman is executive director. The officers were elected at a directors' meeting held at the Illinois Athletic Club, Chicago, on May 3.

Norman A. Mack, technical director Roberts & Porter, was named chairman of the suppliers' committee in the membership campaign now under way.

Since its inception several years ago, the organization has received almost 2,000 books, from which selections have been made for the annual exhibits.

which were painted by the artist, James Daugherty, with the requirements for offset reproduction in mind.

The Naylor Co., San Antonio, Texas, has been publishing regional histories and popular souvenir volumes covering current events, since 1931, but has only recently made its first use of offset, Joe O. Naylor, president, said. In one, "San Antonio's River," full black and white illustrations are by offset, while in "Texas City Remembers" an entire signature in the book's center, is devoted to offset pictures. Text in both books is by letterpress. The company intends to make larger use of offset in future volumes, Mr. Naylor stated. One of them soon to appear, entitled "American Indians of Yesterday" will carry full-color pictures of famous Indian chiefs, he said.

Abingdon-Cokesbury Press, Nashville, Tenn., another religious publishing house, has been using offset for juvenile books for two years, said W. B. Sutton, sales manager. The work was done outside but when a staff of technically trained men can be assembled, the concern will erect its own complete lithographing plant at Nashville. This plan, he said, is expected to be realized in 1949.

Samuel Gabriel Sons & Co., Clifton, N.J., offset subsidiary of American Colortype Co., Chicago, included in their display of dolls, toys, games and kindergarten pastimes, a number of cloth wash books and starched linen books, for which the offset process has been found highly effective, Fred Menz, sales representative, said. This line has been re-introduced recently, after suspension since 1942, due to the unavailability of suitable textile materials, he stated.

Saalfeld Publishing Co., Akron, O., showed many novelties decorated by offset, including jigsaw puzzles, games innumerable, linen books for infants, "animal stretcher books," and "toy stretcher books," whose "pages" unfold by the yard.

#### Donnelley Shows Type Designs

R. R. Donnelley & Sons Co., Chicago marked the opening on April 29 of an exhibit covering American type designers and their work with a dinner in the Lakeside Press Galleries at which members of the Society of Typographic Arts were guests. Carl Purington Rollins, Printer to Yale University, was the speaker, his topic being "Foundations and Superstructure of Typography."

#### Beckett Marks 100th Year

Beckett Paper Co., Hamilton, Ohio, is currently observing its 100th year of uninterrupted operation at the same location, the firm has announced. The Hamilton Chamber of Commerce sponsored a civic celebration on June 8.

#### J. F. Smid, Chicago, Dies

James Frank Smid, controller for Gartner & Bender, Chicago greeting card manufacturers, died late in April at the age of 49 years.

## New Tech. Group May Meet Again in Sept.

THE next meeting of the new organization of technical men in the lithographic industry may be held in conjunction with the September meeting of the National Assn. of Photo-Lithographers, Michael H. Bruno, temporary president of the group, said during May. In the meantime a tentative constitution is being planned for submission to the group later.

The organization comprises physicists, chemists, engineers and other recognized technical men engaged in research and development in lithography and related fields. The first steps toward organizing were taken at the recent three-day technical forum, held in Chicago, by the research committee of the Lithographic Technical Foundation and over 100 other interested men.

Recently requests from four other cities for similar meetings have been received.

An announcement of the group's formation explained:

"For the past several years many individual technical men in the lithographic and allied industries have suggested the desirability of an independent group of technologists who could meet for the technical discussion of mutual or related research and development problems. No group heretofore has offered these men an opportunity to exchange ideas, information on processes, new products and equipment applicable or of interest to the lithographic industry."

The aims and functions of the new organization were discussed at the night session at which Dr. Frederick H. Frost, research director of the S. D. Warren Co., acted as chairman. It was generally agreed that the organization could function most efficiently if it were autonomous and not affiliated with any other organization, with membership being based entirely on the qualifications of individual men.

It was pointed out that the new

group will in no way duplicate or "dilute" any organization now in existence and further, that it was not the intent of the group to ask for information on possible "secret" product research. The primary interest is in basic research data which has been assembled in one industry which, with further development along other lines, might have application to the problems of the lithographic industry.

Yearly meetings in conjunction with other national meetings are contemplated at which members will present technical papers on work which they have done in their particular fields. This will prevent the possibility of needless duplication of research efforts and promote a better understanding and cooperation between many of the members and groups who now work independently.

In the preliminary organizational meeting, Michael H. Bruno, Research Manager of the LTF was elected president; William H. Wood, technical director of the Harris-Seybold Co. was elected vice-president; and George Wilhelm of Rand-McNally, was elected temporary secretary-treasurer. A name for the new group has not yet been selected.

Men who attended the organizational night session included: W. R. Barber, Crown-Zellerbach Corp.; A. W. Beecroft, Rolph-Clark-Stone; Kenneth O. Bitter, Gamse Litho Co.; Don H. Black, Western Printing & Litho.; William Brauer, Brauer & Son, Inc.; Robert H. Butler, Fuchs & Lang Div.; Arthur W. Cornell, Forbes Litho Co.; R. E. Damon, Atlanta Litho. Co.; Paul W. Dorst, Cincinnati Litho. Co.; I. Eachus, Jr., Macbeth Arc Lamp Co.; Anthony L. Ensink, Davidson Mfg. Corp.; William H. Falconer, Eastman Kodak Stores; Paul W. Felt, Brown & Bigelow; Merrill N. Freund, Spaulding-Moss Co.; Dr. Frederick H. Frost, S. D. Warren Co.; Andrew J. George, Litho Research Consulting Service; Dr. Anthony George, Sin-

clair & Valentine; William V. Gough, General Electric; Alfred Grupp, Meyercord Co.; E. Gurin, Rapid Roller Co.; Bernard R. Halpern, Zarkin Machine Co.; George S. Hammer, Forbes Litho. Co.; Carl B. Harris, ATF; Dr. P. J. Hartsuch, LTF; George H. Hupman, General Electric; Frank Ireland, Brown & Bigelow; Ernest E. Jones, Graphic Arts Corp. of Ohio; M. S. Kantrowitz, Government Printing Office; Chas. F. King, U. S. Printing & Litho Co.; J. W. King, Rolph-Clark-Stone; John L. Kronenberg, S. D. Warren Co.; H. R. Leedy, Graphic Arts Corp. of Ohio; Joseph W. Mazzaferri, Colorcraft Co.; Fred W. K. Miller, U. S. Printing & Litho; John Murphy, Bridgeport Engravers Supply Co.; Frank A. Myers, Copifyer Litho.; Randolph T. Ode, Providence Litho. Co.; Charles D. Oughton, Graphic Arts Research Div., Battelle Memorial Institute; D. J. Pelletier, American Can Co.; Frank Preucil, Gerlach-Barklow Co.; R. F. Reed, LTF; A. P. Reynolds, S. D. Warren Co.; Robert D. Roosen, H. D. Roosen Co.; Robert E. Rossell, Engineering Research & Development Lab., Alexandria, Va.; Dr. R. M. Schaffert, Battelle Memorial Institute; Richard F. Shaffer and George Schlegel, Schlegel Litho. Co.; Benjamin E. Sites, Miehle Printing Press & Mfg. Co.; B. T. Taymans, PIA; Philip E. Tobias, Edw. Stern & Co.; Albin Twardowicz, Lord Baltimore Press; C. H. Van Dusen, Addressograph-Multigraph; Russell E. Waddell, National Process Co.; Wm. C. Walker, National Ink Research Institute; Chas. Weber, National Bureau of Standards; and George Wilhelm, Rand McNally Co.

## Wausau Mills Sold

The Wausau Paper Mills Co., Brokaw, Wis., was purchased during May by D. C. Everest, paper mill executive, and a group of associates. Officers are Mr. Everest, president; Eugene D. Ingalls, vice-president and manager; Harold R. Knott, vice-president and sales manager; and Glenn Stevens, secretary-treasurer.

### Dinner Honors William Recht

Sun Chemical Corp., New York recently honored William Recht at a dinner commemorating the 35th anniversary of his association with the organization. The affair was held at the Hotel Pennsylvania on April 12.

John F. Devine assistant to the president of Sun presided at the dinner and paid tribute to Mr. Recht. Mr. Recht began his business career with Fuchs & Lang. When this firm became a part of General Printing Ink, he was appointed export manager for the corporation, and until recently served as general manager of its Rutherford Machinery Division. Today, Mr. Recht is vice president of Sun and chairman of its Graphic Arts Group as well as general manager of the Overseas Division. Mr. Recht was presented with a leather suitcase.

### Honor Offset House Magazines

"The Depictor," external house publication of Edward Stern & Co., Philadelphia lithographing and printing firm, has been honored for the third consecutive year by the International Council of Industrial Editors. The Stern magazine tied for first place with an offset publication "This Earth," publication of the Henry J. Kaiser Co., Oakland, Calif. Both were winners in the classification of offset magazines in color. The Stern magazine was also given a first prize in a competition sponsored by the Philadelphia Industrial Editors Assn. during May.

### Canadian Bank Note To Build

Plans for a new \$750,000 building on the western edge of Ottawa, Canada, have been announced by the Canadian Bank Note Co. The firm has produced the Dominion's paper money since 1897, and for many years has been located directly across the street from the Parliament Buildings.

### Changes at Kittredge Firm

R. J. Kittredge & Co., Chicago label firm, recently sold its assets and name to the R.J.K. Co., Inc., an Illinois corporation, and dissolved. R. W. Kittredge, president, announced during May. The new organization will

continue to operate the business with substantially the same personnel as previously, he said.

### Elected Hoe Vice-President



Charles A. Harless (above), chief engineer of the press division of R. Hoe & Co., New York, recently was elected a vice-president of the firm. He has been associated with the printing equipment industry for many years and joined Hoe in 1945.

### Wm. S. McMath, El Paso, Dies

William S. McMath founder of the McMath Co., Inc., lithographing firm of El Paso, Texas, died May 12, the company announced.

### Dependable Marks 25th Year

Dependable Printing Co. marked its 25th year June 4 with an employee party held in the plant at 480 Canal St., New York. Five employees who have been with the firm for either 24 or 25 years were awarded watches by the firm. They are Wilbur Krinpn, Mrs. Lena Miller, Dave Bennett, Roger Montiel and Harry Saperstine. In addition, each of the company's 70 employees was awarded a \$25 savings bond.

The company was founded by its present officers, Harry Bengelsdorf, president; Elias Eichel, vice-president, and Simon Bengelsdorf, secretary. Harry Bengelsdorf reports that the company produced only letterpress printing until 1935 when an offset department was added. Color printing in both processes is produced today.

### Education Group Meets

The Advisory Council on Graphic Arts Education met recently at Carnegie Institute of Technology, Pittsburgh, during the first post-war reunion of Carnegie printing alumni.

The Council is composed of delegates from national and international associations in the graphic arts field.



### Plan New IPI Plant

This architect's drawing shows the new plant to be built for a manufacturing plant and laboratory for International Printing Ink Div., Interchemical Corp., at Elizabeth, N.J. The parent company and Mutual Life Insurance Co., both of New York, have entered into a sale and lease agreement providing for Mutual to finance construction. The plant will

then be leased to Interchemical for a long term, James Beckett, divisional vice-president and general manager of IPI, announced. The site is a 12½ acre tract of land, and construction is to be completed by the end of 1948. Facilities will include offices, laboratories, production departments, tank farm, warehouse and a recreation room for employees. The plant will have a floor area of 158,868 square feet.

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## Chicago Graduates 182

At the Chicago Lithographic Institute's 1948 commencement exercises May 27, certificates of graduation were given to a class of 182 students, including members of the first full two-year course and the second one-year course. Presentation was made by B. E Callahan of Inland Lithograph Co., chairman of the Institute's board of directors. George Benton of the Meyercord Co., secretary of the Institute, presented general manager Wm. O. Morgan with another certificate attesting the Board's appreciation of his service in piloting the school through its first two years of operation.

Mr. Morgan in a formal commencement address, reviewed past achievements of the industry in an effort to appraise the future. Twenty years ago, he said, lithography was losing ground to the "three-color fellows," but today it has become a \$350 million business, with its sights set on half a billion in ten years. Much of lithography's recent rapid progress he attributed to the scientific control sparked by the cooperative research done by the Lithographic Technical Foundation. "Research," he said, "discovered the better way for doing what we have accomplished."

"You who are graduating here tonight," he concluded, "can now take your place in an industry whose future prospects defy imagination."

Harry Spohnholtz, secretary of Local 4, Amalgamated Lithographers of America, a member of the Institute's Board, declared, in a brief talk, that at the start it was resolved to make this school thoroughly representative of all branches of the industry in Chicago. Not so long ago, he said, any apprentice, anxious to improve himself, had no place to go to learn lithography. In his own place of employment he might pick it up by hit or miss endeavor, but chiefly he missed the basic thinking necessary for a solid foundation. "That's what we're trying to give you here," said Mr. Spohnholtz, "we're trying to get across the basic thinking you need to become good craftsmen. We've done much in the past two years, but we're going to keep moving forward to

make this school an even better institution."

Stanley Kukla, vice president, I. S. Berlin Printing & Lithographing Co., president of the Chicago Lithographers Assn., congratulated the graduates. Messages were read from C. A. Nordberg, of Chicago Offset Printing Co., president of the Institute, who was unable to be present; and from Don Black, president of the L.T.F., who was represented on the speakers' platform by Robert F. Reed, LTF research consultant.

Exercises were held in the open air inner court at Glessner House, where a crowd of over 200, including wives of many graduates, were served a buffet supper preceding the twilight ceremonies.

## Schneider Heads N.Y. Craftsmen

Henry A. Schneider, Charles Fran-

cis Press, was elected president of the New York Club of Printing House Craftsmen, at the club's annual meeting May 20 at the Building Trades Club.

## John J. Carroll, Ink Mfr., Dies

John J. Carroll, 78, president and founder of Sinclair & Carroll Co., Inc., New York ink manufacturing firm, died June 8 at his home in New Rochelle, N. Y. following a week's illness.

Mr. Carroll formed the company in 1923, and prior to that was associated with Sinclair & Valentine Co. for 12 years. Survivors include his widow, eight sons and two daughters. Seven sons are now associated with Sinclair & Carroll Co. They are Roy, Joseph F., Charles C., Frank A., Edmund J., Thomas P. and William F. Carroll.



EBCo Press Production Line

EBCo 22 x 34" offset presses in various

stages of production on the assembly line at the Electric Boat Co. plant, Groton, Conn.

**W**ith proper guidance from top management, the nation's workers can powerfully attack inflation at its source.

One way, of course, is by increasing production. But production of most goods already has been pushed to maximum! The other approach is to reduce the volume of dollars that can be used to bid up prices on scarce goods.

There's no more effective tool for this job than the Payroll Savings Plan for the regular purchase of U. S. Security Bonds. Via this plan, 5.5 million wage earners are investing over 8% of their pay—over 100 million dollars per month—in Bonds.

#### **What Is the Status of the Plan in Your Company?**

In companies where top management backs the Plan, 35% to 50% of the employees participate, and the average total Bondholding is \$1200 per family. If these figures are above those for your employees, it is apparent that the Plan needs reinvigoration by your personal sponsorship.

#### **Benefits Accrue to the Nation and to Your Company**

Every Bond dollar that is built up in the Treasury is used to retire a dollar of the national debt that is potentially inflationary. Every Bond held means fewer dollars to go to market to bid up prices on scarce goods. In addition, dollars invested in Bonds are building future purchasing power. All these factors contribute to the security of the national economy—including your business.

Bonds build security for individuals, because every \$3 invested pay \$4 at maturity.

Moreover, in 19,000 companies operating the Payroll Savings Plan, employees have proved to be more contented. Worker production has increased, absenteeism has decreased—even accidents have been fewer!

#### **Management's Role Is Vital**

Even with all its benefits, the Payroll Savings Plan requires sponsorship by top management to keep employees aware of the benefits. That's why the Treasury Department has prepared a kit of materials especially for you to distribute among specific key personnel. Be sure to get and use your kit—for the security of your company and your country!

For any help you want, call on your Treasury Department's State Director, Savings Bonds Division.

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### Oklahoma City Assn. Elects

Leslie Martineau, Leader Press, was elected president of the Printing Industry of Oklahoma City recently. Other officers named are: Wade Emery, Bond Litho. & Printing Co., vice-president; Doyle Johnson, Western Bank & Office Supply Co., treasurer; and Ed Sibel continues as secretary. George Tighe, Semco Color Press, was re-elected national director, and Van Harlow, Harlow Publishing Co. and Fritz Eisenlohr, H. Dorsey-Douglas, were added to the board. O. L. Hamm, Master Printers, is the retiring president.

### Litho Firm in Laramie Fired

A million dollar fire which damaged 29 business firms in downtown Laramie, Wyo. recently, inflicted considerable damage to the plant of Mountain States Lithograph Co., operated by Charles Street and Lloyd Davidson. The company obtained office space with the Western Public Service Co. and re-opened for business. Replacements for damaged equipment were to be delivered soon, it was said.

### Form L.A. Trade Assn.

The Lithographic Negative and Plate Makers Assn. of Los Angeles was organized recently by 15 trade shops in that area. John C. Anderson of the Photo-Litho Supply Co. was elected president of the group. An exchange of credit information and the drawing up of a code of fair trade practices were listed among the objectives.

### Buy Div. at Wichita

The office and equipment division of Western Lithograph Co., Wichita, Kan., was purchased during May by Duke Printing and Office Supply, same city. Earl K. Duke, was with Western for many years prior to his forming of the Duke company five years ago.

### Hold St. Louis Exhibit

An exhibit of printing and advertising produced in St. Louis was held May 11-13 by the Women's Advertising Club of that city at Hotel

Jefferson. Several lithographic firms were represented among the 186 panels of specimens.

### GPI Names Lawrence in Calif.



Walter W. Lawrence (above) has been appointed assistant manager of the Los Angeles branch of the General Printing Ink Co., Sun Chemical Corp., William J. Egan, general manager, Pacific Coast Div., announced. Mr. Lawrence joined the firm in 1933 and was formerly Los Angeles branch manager for Fuchs & Lang Div. Andrew E. Cottrill is manager of the Los Angeles district.

### New Monsen Manager in L.A.

Guy Logan, formerly of the Chicago home office of Monsen-Chicago, typographer, has been appointed manager of the firm's Los Angeles branch.

### Reproduces Benton Painting

"Spring Tryout," (right) a painting by Thomas Hart Benton, was recently reproduced by Einson-Freeman Co., Long Island City lithographers, and distribution of 5,000 copies to the firm's friends has just been completed. N. J. Leigh, chairman of Einson-Freeman, reported receiving a letter from Mr. Benton, June 1, praising the reproduction as "really astonishing," and requesting copies for use as Christmas gifts to his friends. The painting was selected by Albert Hailpurn, execu-



tive vice-president of Einson-Freeman, who liked it so much that he bought it, and the original now hangs in his home. The reproduction is 30 1/2 x 24 1/2" and is lithographed in eight colors.

### Soderstrom Appointed by Masons

Walter E. Soderstrom, executive secretary of the National Assn. of Photo-Lithographers, on June 7 was appointed Deputy Grand Master of the Third Kings District, Free and Accepted Masons of the State of New York.

Mr. Soderstrom was raised in Mistletoe Lodge No. 647 in 1942 and served as Master in 1947.

### Marks Lithography's 150th Yr.

Several Cleveland lithographers are cooperating in an exhibit planned by the Cleveland Art Museum for this fall, to mark the 150th year of lithography. The opening of the exhibit is to be November 11. Lithograph prints will be shown as well as work showing the development of lithography.

### Molitor Speaks

W. D. Molitor, director of sales, Edward Stern & Co., Philadelphia, was the speaker at a luncheon meeting of the American Management Assn., Philadelphia chapter, recently at the St. James Hotel. His subject was "A Sales Manager's View of Market Research."

### Douglas Litho Moves

Douglas Litho Corp., recently moved to 601 W. 26 St., New York, from 16 W. 61 St.



# Baldwin Brevities

By SAM HIMMELL

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## HEADLINES — "At A Glance"

.... PULP & PAPER PARADE — Average American uses 350 pounds paper a year; only 70 pounds beef .... Mill Stocks of Pulp-Wood climbing .... Newsprint Situation in U. S. is easing .... Rags are plentiful .... Paper Supply about caught up, printers getting 'critical' .... Forest Fires destroy enough pulp-size trees each year to produce 3,250,000 tons newsprint .... New-Type-Machine developed which plants three-mile-row-of-trees in about an hour .... Georgia establishes new 100-acre 'seedling-nursery' that will make Georgia largest tree-producing-state in the nation .... Paper Dried by Sound, comes out of research laboratories; expected to speed paper-making by 20% .... Large Northern Mill will employ radio in the 'spring-movement' of thousands of cords of pulpwood .... Trees in the Tropics relax .... Reforestation Program is on in Britain .... His Majesty's "Broad Arrow" on a tree in New England in the "Colonial Days" meant that it was 'meant' for His Majesty's Royal Navy .... First Paper Towel was made in England about 1918. In 1919, a guide was showing a visiting English Paper-Maker over the battlefield of Bunker Hill.—"This is Bunker Hill Monument. This is where Warren fell." .... The Englishman looked up at the lofty shaft and observed, "Nasty Fall. Killed him, of course."

.... WATCHING THE WORLD GO BY — Weakness is Strength: Women own about 70% of nation's total wealth, 65% of its savings accounts, inherit 80% of its life insurance, buy 80% of all consumer goods, and have 6 million more voters as against men .... Trend of Population continues towards cities .... 70,000,000 Persons have moved from the houses they lived in on April 1, '40 .... 41% of U. S. Workers prefer government jobs .... Every Day about 7,000,000 people in U. S. are laid up by illness .... Average Employee uses only about 30% of his capacity, says expert .... 10% of Workers who get fired, are 'sacked' for lack of skill, 90% for character-trait .... Many a 'Kid' makes believe he's sleeping to make 'Pop' stop singing .... The life of a popular song is brief, but not too brief .... To-Day's Bride spends \$3,000 to get married, twice as much as in '40 .... Many persons believe in love at first .... Lots of guys who thought they were not 'good-enough' for the little woman during courtship days, keep on proving it after they get married, and among the Angels, Solomon's 999th Wife said, "Sol, were you really and truly in love with me?"—"Of course, my dear," said Sol, "You were one in a 1000."

.... HARRY HERSHFIELD TAKES OVER — The Partnership of Abe Blumenthal and Moe Goldstein headed for the rocks when Moe fell madly in love with Abe's wife .... Abe was very understanding about the whole thing, but finally told his partner:—"Moe! this monkey-business can't go on any longer. It simply must stop!! Immediately!!; .... "Awright," said Moe, "We've always been sporting men; what do you say we both play one game of Gin-rummy to see who gets the girl?" .... Abe turned the proposition over in his mind for a few moments, and

said, "Awright! but just to make it interesting, let's play for 5c a point on the side."

.... GRAPHIC ARTS IN MOTION — Advertising Expenditures in '47, estimated at \$3,879,800,000—Newspapers got about \$1,222,000,000 — Radio, \$536,600,000 — Direct Mail, \$482,700,000, etc., etc. .... Printing and Publishing Business will hold at high level for the year as a whole .... Be Vigilant, or Postal Rates will go UP, and knock you down .... 79% of Stores use Display Material shipped them from 'Advertisers' .... Lots of Advertising Men spend too much time studying advertising and too little time studying people .... The Chinese made use of the first stitched books, French-fold, sewed with linen and cotton thread in 1116 .... First Envelope Printer was 'Pierson' on Fulton Street, N. Y. about 1843 .... Printers over-worked, need relaxation, and on Tiffany Street in the Bronx, the Doctor told the wife of a 'Comp',—"Madam," he said, "your husband must have absolute rest." "But Doctor," said the bitter-half, "he won't listen to me."—"A very good beginning, madam; a very good beginning," said the Doc.

.... SEEN IN ACTION BY 20,000 — A Born Leader — Every Inch the Champ ..... It's the King Size—Baldwin 'official' Price List—A Sparkling-New-Styling of a Family Album — Of 100% Big-Name Mill-Brand-Papers — That Grew Up Like Jack's Beanstalk ..... So Get on the Bandwagon—Feed That Impulse—Discard That Fenced-In-Feeling—Take the Headaches out of Headwork—Master Your Paper Problems—Steer Straight Ahead—A Soft-Sprung-New-Ride—Of Facts & Figures Speeds You ..... For Great Moments—For the Big-Lift—For the Fountain of Youth—Edge In on the Baldwin 'Seal' of Service—The Coat-of-Arms—Of the Baldwin 'official' Price List ..... It's the Talk of the Printing Shops—It's A Smash Hit!!!

Nearly every Printer in N. Y. refers to  
Baldwin's "Official Price List"

New! Bigger! Better! — NEW EDITION — Everything-at-a-Glance

## BALDWIN 'Official' PRICE LIST

Get Extra Copies for Your Sales Personnel

Every Executive, Salesman and Estimator in your organization should have for quick easy reference a copy of the new revised, up-to-date Baldwin "Official" Price List. Merely write or phone Miss KAY, Algonquin 5-1600, for the number you need. Your Extra Copies will be sent to you promptly—and without obligation.

OR CALL FOR A BALDWIN SALESMAN TODAY

Algonquin 5-1600

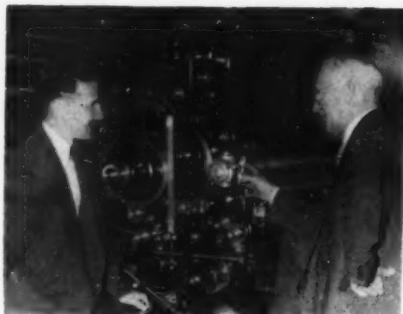
A Good Man to Talk to in '48

# Baldwin PAPER COMPANY Inc.

233 Spring St. • NEW YORK 13, N. Y. • ALgonquin 5-1600

MODERN LITHOGRAPHY, June, 1948

## Harris-Seybold Appoints



Ormel F. Duke (left) was recently appointed sales representative for Harris-Seybold Co. in Southern California. He looks over new 42 x 58" offset press at company's Cleveland plant with William Guy Martin (right) vice-president and Pacific district manager. Mr. Duke was formerly supervisor of the Los Angeles printing plant of Moore Business Forms, Inc., and during the war managed North American Aviation's printing plant in Los Angeles. Prior to the war he operated his own firm, Commercial Offset Printers, Los Angeles.

## See Competition Return as Aid

The return of competitive conditions to the business world is having a favorable effect on the lithographing industry, it was evident at the National Premium Buyers Exposition sponsored by the Premium Advertising Association of America, in Chicago last month. Competition for the consumer's dollar is booming use of premiums to stimulate sales and lithographers who are engaged in production of cardboard and paper novelties, books, pictures, decorated products of metal and other materials for the premium trade are benefitting accordingly.

Spotwood Specialty Co., Inc., of Lexington, Ky., which has been producing advertising novelties for premium use for 53 years, reported that 1947 sales exceeded those of 1946 while figures for this year's first quarter indicate a still larger total volume for 1948. A company representative at their booth, spoke of the breakfast food business as an example of what competition is doing. Being on a highly competitive basis now, cereal manufacturers are placing a heavy reliance on premiums to stimulate sales and win consumer acceptance. A large proportion of his company's production of premium

items, he said, is in consequence going into this field.

One of Spotwood's feature items, a "humming lariat," for juveniles, he claimed is the largest selling kid premium in America. Much of their lithographed work is farmed out, with Goes Lithographing Co., Chicago, as a leading supplier. Col. A. T. Linney, vice president and general manager, was in charge of the large sales staff at the booth.

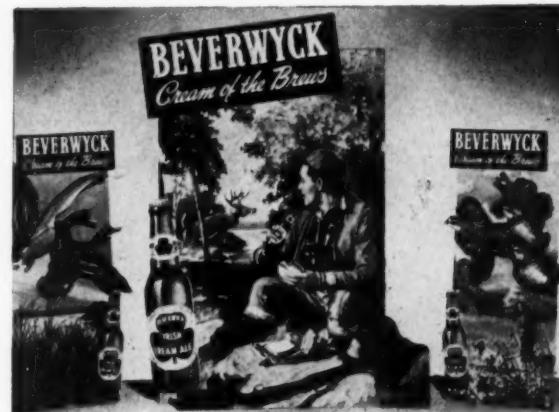
California Medal Products Co., Hollywood, Calif., displayed among its other offerings a line of party mats, place mats, child mats, coasters, greeting cards and other items which, according to R. J. Preimsberger, manager, were lithographed by Woelfer Printing Co., Los Angeles, Calif.

National Enameling Co., Milwaukee, Wis., displayed two lines of lithographed metal kitchen utensils and one line using decalcomanias for decorations. The company, according to V. S. Mullen, advertising manager, was one of the originators of decorated kitchen ware.

World Publishing Co., Cleveland, O., had only one lithographed item in its display of books for the premium buyer. Entitled "The Rainbow Dictionary," this compendium for juvenile use with colorful illustrations on almost every one of its 434 pages, was released to the trade last October, he said. The first edition was sold out within two months and two additional runs have been made since then. The volume, he stated, is the work of Newman-Rudolph Lithographing Co., Chicago.

## New Display

This new display for Beverwyck Breweries, Albany, N.Y. was designed and lithographed recently by Rode & Brand, New York. It consists of six separate pieces joined together for a three-dimensional effect.



Green Duck Co., Chicago showed a large line of buttons, badges, metal kitchen gadgets and other advertising specialties, lithographed on steel or on paper, laminated to celluloid. Donald Moberg, sales manager was in charge.

Imported Delicacies, Inc., New York, had a display of sales making all-metal boxes in varied design for use as cookie jars, sewing kits, and containers for cosmetics, candy, cigarettes or other use. Lithographing was done by British firms which have developed a large market in this country, Ben Greenstein, company representative, said. Lithographed materials were much in evidence in other displays where brightly colored decorations were incorporated in everything from ash trays to salad bowls made from metal, plastics, pottery or wood. The show also revealed that premium distributors are large users of lithographed display cartons and sales promotion pieces.

## New Trade Shop in N.Y.

The White Photo Offset Co., 866 Second Ave., New York, trade photo offset and platemaking shop, was recently formed by Edward P. White. He was formerly with John H. Cassell Co.

## Maxwell Paper Appoints

M. M. Elish & Co., New York paper merchants, have been appointed distributors of the Maxwell line of bond, offsets and other papers, Howard Miller, New York representative of Howard Paper Mills, announced.

# Fine Papers



for

Greeting Card Publishers  
Lithographers  
Printers and  
Converters

PAPER SALES  
CORPORATION

41 PARK ROW, NEW YORK 7, N. Y., WORTH 2-1280

## Sees Need of Research in Growth of Color

THE printing industry is just awakening to the possibilities of technological developments, Gaylord Donnelley, executive vice president of R.R. Donnelley & Sons Co., Chicago, declared in a Chicago address recently. New ideas are a "dime a dozen," he remarked but usually these "revolutionary" ideas possess some impractical defect. So it is important that science and engineering become interested in the industry.

"It's a big industry," he continued, "and deserves attention from technical and scientific people. We need technical brains to sift out the usable germs from the multitude of ideas our craftsmen conceive. That is what is called research. But basic research takes time. We demand immediate results and it is hard to get real research under way. The tendency has thus been to get away from basic research and get into applied research."

The recent developing trend to color printing was cited as an example of what is going on. Growth of color advertising and packaging has been tremendous, he pointed out. But much still remains to be learned about use of color effectively and to give complete freedom of use will require study by chemists, physicists and engineers.

Mr. Donnelley spoke at a meeting held during the Chicago Technical Production Conference, staged by 52 technical and scientific societies to acquaint the world with what Chicago factories, laboratories and research institutions are doing for industry.

Color is a complicated subject; it can get far from reality and end in confusion, declared Douglas Smith, art director of the Buchen Co., advertising agency, who discussed "The Psychology of Color."

Well established color preferences of women, men of various age groups, mass and class markets, and the reasons for their choices were outlined.

Taylor Poore, director of Design for Tempo, Inc., stressed the potent

### Heads Rutherford Sales



Michael Annick (above) formerly sales engineer for Rutherford Machinery Co. Div., Sun Chemical Corp., New York, has been appointed general sales manager of the division. He has been associated with Rutherford since 1938 and was chief engineer prior to becoming sales engineer four years ago. Before joining Rutherford he was chief engineer for another graphic arts equipment firm. He is a member of the New York Litho Club and the Society of Automotive Engineers.

power of color in sales promotion. Color, he said, "Moves millions of people to spend billions of dollars to advertise their products."

Printing buyers, he declared, do not recognize the organizing problem involved in preparing a color job. Any color advertising promotion, he asserted, is the work of a number of people: client, agency, artist, plate-maker, ink maker, pressman. To achieve practical results, he insisted, there must be complete harmony in their interrelationships, with recognition of the limitations of each step in the production process.

People, declared Mr. Poore, are disappointed with reproductions from Kodachromes. They expect to see on paper the same brilliant colors as viewed in a lighted transparency. But that, he emphasized, is something which pigment applied to paper can achieve only approximately.

Use of color will most certainly increase because of its powerful appeal to the human mind, declared the final speaker in the symposium, Logan Anderson of the Donnelley company's sales department, who discussed "Color Printing Processes." Advantages of each process were outlined and in speaking of offset lithography he stressed its adaptability to a wide variety of paper surfaces and its ability to reproduce colors with high fidelity.

When offset is used on enamel paper, he declared, only an expert can determine that it is not a letterpress job. Among samples of work done in the Donnelley plant he displayed a number of reproductions of famous art masterpieces, produced by the Donnelley Deep-tone process.

### Stern Expands N.Y. Office

The New York sales office of Edward Stern & Co., Philadelphia, recently moved to larger quarters in the same location to accommodate a growing sales force. Located previously on the 16th floor of the Graybar Building, 420 Lexington Avenue, the new office is located on the eighth floor of the same building.

Raymond Barrow and Homer Sanville have joined the New York sales force. Mr. Barrow, Stern's representative in Washington, and Baltimore, will continue to handle that territory. Mr. Sanville came to Stern recently from a position as printing salesman with National Advertising Manufacturing Co. He was formerly owner of the Bookmark Press, New York.

### Joins Reinhold-Gould

Nathan Greenhouse, former vice president, general manager and a director of M. M. Elish Paper Co., recently joined Reinhold-Gould, Inc., New York paper merchant.

### Brown Appoints Butler

L. L. Brown Paper Co., Adams, Mass., recently appointed Butler Paper Co., Kansas City, as distributor for its line of ledgers, bristols and bonds.



## THE DIE CUTTING MACHINE

ANSWERS THE *Toughest* DIE CUTTING QUESTIONS

**SPEED?** Up to 300,000 labels per hour.

**SIZE?** Up to 6" square.

**SMALL BOOKS?** Round corners and trims 3 sides in one cut.

**ACCEPTANCE?** Used by leading label producers in United States and many foreign countries.

*Write today* for your copy of  
"Key to Greater Label Profits."

THE PRINTING MACHINERY COMPANY  
436 COMMERCIAL SQUARE • CINCINNATI 2, OHIO  
23 EAST 26th STREET NEW YORK 10, N.Y.

**making a good impression . . .**

making a good impression . . . hundreds of thousands of good impressions . . . is not always an easy job. Not always, that is, unless your ink fountains are filled with smooth-flowing, clean-printing Driscoll Inks. Experienced lithographers everywhere depend upon Driscoll's uniform density and even color for top lithographing performance on all stocks, under the most trying press and weather conditions. Pressmen and customers alike will be pleased with the impression you've made when you choose and use versatile Driscoll Inks.



**MARTIN DRISCOLL & CO.**  
610 FEDERAL STREET, CHICAGO 5, ILL.

BRANCH: 407 E. MICHIGAN ST., MILWAUKEE, WIS.  
Affiliated Concern: Great Western Printing Ink Co., Portland, Ore.

**DRISCOLL COVERWELL INKS**  
LETTERPRESS OFFSET ANILINE

### **Plan G.A. Health Program**

Chicago's printing industry has been allotted a large part in plans now being developed by the newly organized Chicago Industrial Health Association, for conducting a continuous program of health and education among industrial workers in that city. "We are hoping," said Percy Shostac, director of the project, "that the graphic arts group, like other Chicago industries, will cooperate to make the venture successful and available to its employees."

Several prominent Chicago graphic arts leaders are being considered for heading the graphic arts division of the program. Offices of the new association have been set up at 123 W. Madison St., Chicago, 2.

"What you don't know CAN hurt you" will be the theme of the education program which will emphasize prevention of disease before it starts.

Lithographers will be interested in two phases of the projected education program, namely the plan to publish a 32-page monthly magazine and to make extensive use of posters in carrying health education to workers on the job.

The magazine, which is expected to reach a circulation of over 500,000 will rely on large use of the picture-story technique, in telling how to prevent disabling illness. This, and the proposed two-color cover, Mr. Shostac said, makes it probable that production will be by the offset process. New sets of posters in colors also will be issued monthly.

### **Produces Wildflower Booklet**

For some time the Richfield Oil Corp. has been delighting its service station customers in the western states with Western wildflower lore and pictures, presented in a variety of ways. This year, company executives decided to do it in a big way and consulted the men of the Crocker-Union lithographing plant in San Francisco. Result is a 600,000-copy run of a 12-page coated paper booklet containing 72 Kodachrome views of flowers ranging from the century plant of Mexico to the fragile spring blossoms of the more northern Pacific states.

The large initial edition was run off with sufficient speed to draw congratulations from the Richfield plant sales manager, Hale L. Luff, in Los Angeles, and the fidelity of the reproductions inspired the company's merchandising manager, George R. Miller, and the wild flower booklet's editor, Margaret Gibson, to jointly write a letter of commendation to Crocker-Union's production staff.

After praising the "efficiency and speed" with which the production and shipping of the booklet was handled, Mr. Miller and Miss Gibson went on to say:

"To all intents and purposes it would appear to be that this is the finest wild flower book we have ever produced. We feel that this work should be passed on to you to whom a great deal of the credit is due, and take this opportunity to thank you once again for your most helpful co-operation."

Production of the booklet was not without its problems, although Chuck Smith, production manager of the San Francisco plant, makes light of them. Only 29 of the 72 Kodachrome views were litho-processed; the remainder had to be converted from letterpress engravings. Eastman contact paper was used to pull the impressions from the plates, giving the

positive contacts from which new negatives were made.

The job took 36,000 pounds of process coated stock, four books coming out of a sheet, giving a 150,000-sheet run. Two-color presses were used for the four-color job.

The flowers, all shown in full and exact color, in many instances with typical background, were chosen from the far Western and Pacific states where the company distributes its products. Text accompanying each illustration gives both the botanical and the popular name of the flower, and information about it. The last page carries a regional and wild flower index.

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### **MASA Meeting Plans Advance**

Plans are advancing for the September 26-29 meeting at the Bellevue-Stratford Hotel, Philadelphia, of the Mail Advertising Service Assn., and all previous records have already been broken on the sale of exhibit space. Exhibitors include several lithographing firms as well as equipment manufacturers.

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### **Joins Direct Mail Firm**

Irving Kaslon, former production manager of Academy Offset Co., New York, recently joined Philip J. Wallach Co., direct mail firm, as production manager.

## *Ten Tips For Offset Sales*

TEN ways of merchandising national color advertisements were listed by *Printers' Ink* recently, and several of the points provide added volume of color lithography, through the conversion of letterpress plates to lithographic production.

The ten points are as follows:

(1) Reprints mailed in advance of publication to company salesmen and leading accounts.

(2) Display cards of the ads shipped at the same time as the merchandise.

(3) Portfolios of the ads for salesmen to carry.

(4) Booklets in black-and-white telling the whole story about nation-

al advertising, mailed once a year.

(5) One or more glamour girls shown in national advertising on package covers.

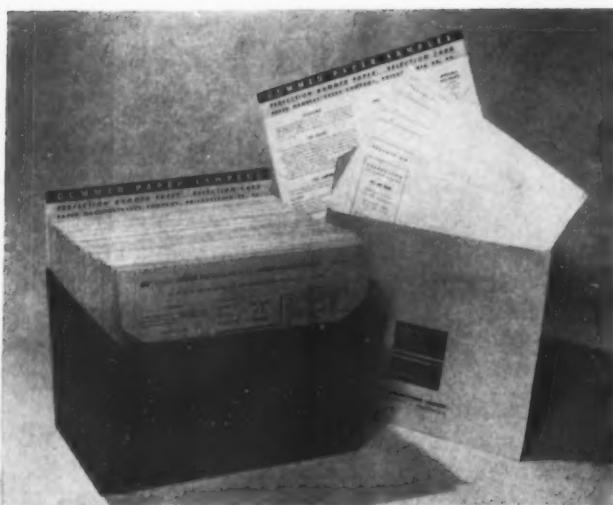
(6) Glamour girls from ads used as cover girl on catalogs, and as miniature reproductions on inside pages.

(7) National ads on covers of folders for retailers to give away.

(8) Calendars illustrated with color pictures from ads.

(9) Christmas Cards for salesmen to send to customers with glamour illustrations on cover.

(10) Duplicate transparencies of original Kodachromes made for national ad illustrations used in viewers at show rooms, main offices and largest retail outlet.



PERFECTION printed Flat Gummed Paper Samples, are proving of real value to printers in the selection of the RIGHT gummed paper for the job. Complete PERFECTION Sample Kits are in the hands of PERFECTION distributors. The three outstanding features of the Kit are:—

- 1.** **A SELECTION CARD.** Tells which envelope contains specific PERFECTION Gummed Samples.
- 2.** **ENVELOPES,** 10" x 12" containing actual samples. Flaps carry full information on paper surface, gumming and standard sizes.
- 3.** **SAMPLES:** Printed with same information as shown on envelope flap for complete user understanding.

Now, with the PERFECTION printed Flat Gummed Paper Samples, you needn't guess as to the right gummed paper for the job in hand. It's all right there in black and white. Ask your distributor of PERFECTION Flat Gummed Papers to demonstrate the kit to you.



PAPER MANUFACTURERS COMPANY  
PHILADELPHIA 21 - PENNSYLVANIA

Write to us for the name of your nearest PERFECTION distributor.



WHATEVER YOUR  
SUPPLY REQUIREMENT

## BRIDGEPORT

IS  
THE  
**DEPENDABLE**  
SOURCE

for FILM and DRY PLATES

ANSCO  
DU PONT  
EASTMAN  
HALOID  
HAMMER

AND FOR ALL SUPPLIES AND  
EQUIPMENT FOR THE CAMERA  
and PLATEMAKING DEPARTMENTS

QUALITY SERVICE  
and  
LITHOGRAPHIC KNOWLEDGE

## BRIDGEPORT ENGRAVERS SUPPLY COMPANY

### PHOTO TECH DIVISIONS

451 ATLANTIC AVE. Boston 10, Mass. Liberty 3431	601 W. 26th St. New York City LAkawana 4-0060	900 N. FRANKLIN ST. Chicago 10, Ill. SUperior 1448
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# LITHO CLUB NEWS

## Over 100 At Phila. Quiz

The annual Quiz Night of the Litho Club of Philadelphia was held May 24 at the Poor Richard Club and was attended by over 100 members and guests. Questions covered a wide range of subjects and were handled by a panel of eight men with Joseph Mazzaferri of The Colorcraft Co., as moderator. Members of the panel were Harry Shaw, Lithographers Service Co.; Phil Shakespeare, Kohl & Madden Printing Ink Co.; Len Starkey, Ketterlinus Lithographic Mfg. Co.; Ferd Cole, McCandlish Lithograph Corp.; William Hughes, Alpha Litho Co.; James Richards, Zabel Bros. Co.; Charles Work, Graphic Arts, Inc.; and Charles Hensel, the Colorcraft Co.

One of the first questions dealt with why solids fill in when running red ink. Generally too much ink is run to get a heavy red, and sometimes the ink is too weak, making it necessary to run too much, it was

said. It was also suggested that the grain, ink and dampener roller pressure, and other adjustments be carefully checked for possible causes.

Another question concerned the running of the black first in four color process work. It can be done on Champion "Kromekote," or where the yellow is extremely transparent. It is done by postcard houses using fake process, and is more common among letterpress printers it was said. Advantages include the easier positioning of the printing on the sheet where the black form contains type, borders, etc.

The advantages of a three-stop system of photographing halftones over a one-stop system were discussed, and there was wide and inconclusive disagreement on which method was best. It depends on the job, it was said.

"What changes must be made in press procedure to run 'Kromekote'?" An ink suitable for this high gloss

paper is needed, the experts said. It will dry on the rollers if care is not taken. The ink prints somewhat sharper so plates should be made a little fuller to compensate. Dot etchers should leave more tone in the work. Another tip was to place the paper in the cutter back side up and use a sharp cutter knife, to avoid particles of loose coating on the sheets.

Other subjects covered included the holding of film size, measurement and standardization of grain, poly-metallic plates, and others.

Guests at the meeting included George W. Bucklin of City Printing Co., Inc., Dayton, Ohio, a member of the Dayton Litho Club.

The third annual Photographic Arts Dinner at the Ben Franklin Hotel, June 1, was announced. Anthony Capello, Jos. Hoover & Sons Co., was chairman of the litho section, and special guests were to be Walter E. Soderstrom, executive secretary, National Assn. of Photo-Lithographers; William C. Huebner, Huebner Laboratories, New York; R. R. Heywood, Jr., R. R. Heywood Co., N. Y.; and Elmer Strange, Alpha Litho Co., president of the Philadelphia club.

The Litho Club Outing was planned for Saturday, June 12, at Silver Lake, N. J. Joseph Hickey, Cuneo Eastern Press, was general chairman.

## Why Roll Up A Plate?

"Why Roll Up A Plate?" was the subject of an active round table discussion held May 11 by the Cincinnati Litho Club. Frank Petersen of Cincinnati Lithographing Co., was moderator, and a wide divergence of opinions on the question was offered by the 34 members and guests attending. The meeting was held at Hotel Gibson.

Two new members were admitted. They are Russell Smith of Tri-State Litho, and Elmer Schulte, Ditto Press.

The club's next meeting was planned for June 8 when a photographic discussion was scheduled.



Here is the Philadelphia Quiz panel: Seated (L. to R.) James Richards (press), Zabel Bros.; Bill Hughes (press), Alpha Litho; Charles Work (plate), Graphic Arts. Standing: George McGinley (camera) Jos. Hoover & Sons; Phil Shakespeare (camera) Kohl & Madden,

Len Starkey, (dot etching), Ketterlinus Litho; Jos. Mazzaferri, The Colorcraft Co., moderator; Ferd Cole, (dot etching), McCandlish Litho; Charles Hensel (plate), Colorcraft; Harry Shaw (camera) Lithographic Service; and Elmer Strange, Alpha Litho, club president.



GILBERT PAPER COMPANY

MANUFACTURERS OF COTTON CONTENT WRITING PAPERS

MENASHA  
WISCONSIN

Gilbert  
Allegro Vellum

100% COTTON FIBRE  
U.S.A.

OK

Richly beautiful in texture and appearance. Lends distinction and prestige to every letterhead and message it carries. Quickly accepted by your customers and prospects for its many obvious quality characteristics. An excellent selling aid for more and better business stationery. Get samples from your Gilbert Allegro Vellum merchant.

GILBERT PAPER COMPANY • Established 1887 • Menasha, Wisconsin  
New Cotton Fibre Content Bond, Ledger, Index and Onionskin Papers



This can contains  
more than  
just ink!

Into every can of Sinclair & Carroll ink goes the knowledge, experience and skill we have developed during many years of research and manufacture of lithographic inks. That's why Sinclair & Carroll has come to be known among lithographers as "a dependable source of supply."

## SINCLAIR & CARROLL CO., Inc. LITHO—INKS—OFFSET

591 Eleventh Avenue  
CHICAGO  
440 W. Superior St.  
Tel. Sup. 3481

New York City  
LOS ANGELES  
1512 Santee St.  
Tel. Prospect 7296

SAN FRANCISCO  
345 Battery St.  
Tel. Garfield 5834

Tel. Plaza 7-2470  
NEW ORLEANS  
404 Magazine St.  
Tel. Canal 4628

### **Wash. Club Hears Sachs**

Samuel Sachs, of the Coast & Geodetic Survey, Washington, was the speaker at the May 25 meeting of the Washington Litho Club, and told of some of the things he had observed in a recent trip to several lithographing and printing plants in Europe. He was commissioned as a consultant for six weeks by a Swedish graphic arts concern, and he told of methods used there in the production of maps and other products. In general their methods compare favorably with ours, although their higher quality is gained by more hand work and more expensive procedures. Bimetal plates have been in use there for five years, he reported. The firm operates over 100 type presses and 38 offset presses. He also told of plants seen in a tour of France, Switzerland and England. Mr. Sachs showed motion pictures of many of the places he visited, and also passed around samples of European lithographic work. The meeting was held at Hotel 2400. A guest at the meeting was Commander Donald B. MacMillan, famed arctic explorer, who is an honorary member of the club. He was introduced by John J. Laverine of the U.S. Navy Hydrographic Office, club president.

Tom Holford of Sauls Lithograph Co., chairman of the sickness and visiting committee, reported that Herbert Aldridge, of the Hydrographic Office, was recovering from an illness which had confined him to a hospital. He was expected to leave the hospital shortly and be back to his office during July.

The club announced plans for a fall outing tentatively set for Saturday, September 25.

### **Baltimore Holds Fun Night**

The Litho Club of Baltimore set aside the evening of May 17 for fun, with no lithographic business, and a large crowd turned out for the affair. An informal program featured a talk by Buddy Jeanette of the Baltimore Bullets, professional basketball team, who was introduced by Bailey Goss, television sports announcer. Dinner, cards and refreshments completed the program.

The club's annual summer crab feast is scheduled for July 24, Norman Heath, Photo Litho Plate Graining Co., club president, announced. Details will be announced locally.

### **Cleveland Club Visits H-S.**



C. B. Miesse, Jr., research chemist, demonstrates vacuum distillation techniques to members of the Cleveland Litho Club. More than 125 club members visited the Harris-Seybold Co. plant and laboratories May 7. On May 20, 217 Craftsmen made a similar tour. A feature of the tours was the demonstration of the new Harris 42 x 58 offset press, and inspection of press and chemical manufacturing facilities.

### **Detroit Club Visits Mill**

A bus trip and tour through the Watervliet Paper Co. mill was planned by the Detroit Litho Club for June 11, H. B. Friedenberg, club secretary, reported. Plans for the trip were made at the club's business meeting May 13th at Carl's Chop House, which was attended by 51 members and guests. Larry Tanke, chairman of the entertainment committee, announced the plans which were approved by the membership. Wives of the members were also invited on the tour.

Bruce Bevins, club vice president, presided at the meeting in place of Thomas Q. Munce, Jr., who was sick. Mr. Bevins suggested that associate members of the club have charge of one of the club's meetings, and the suggestion was approved and the date was set for next November.

## **LITHO CLUB GUIDE**

**MOST CLUBS SUSPEND REGULAR MEETINGS DURING THE SUMMER.**

### **BALTIMORE**

Tom Bowen,  
1231 North View Rd.  
Baltimore 18, Md.  
Meets 3rd Monday, Park Plaza.

### **BOSTON**

Joseph H. Ulrich, Secy.  
Spaulding-Moss Co.  
42 Franklin St., Boston  
Meets 2nd Wed., Hotel Gardner.

### **CHICAGO**

Lester Von Plachek, Secy.  
Columbian Lithographing Co.  
547 S. Clark St., Chicago 5, Ill.  
Meets 4th Thursday, Bismarck Hotel.

### **CINCINNATI**

Louis Weiss, Secy.-Treas.  
Progress Lithographing Co.  
Main Street  
Reading, Cincinnati, Ohio  
Meets 2nd Tuesday,

### **CLEVELAND**

H. H. Johnson, Secy.  
Reserve Lithograph & Printing Co.  
2342 E. Ninth St., Cleveland  
Meetings announced locally.

### **CONNECTICUT VALLEY**

Roger Bartlett,  
Meriden Gravure Co.  
Meriden, Conn.  
Meets 1st Friday, March, May, Sept., Nov., and sometimes other months, City Club, Hartford.

### **DAYTON**

John Heim  
Otterbein Press  
230 W. Fifth St.  
Meets 1st Monday, Suttmiller's Restaurant.

### **DETROIT**

Harry Friedenberg, Secy.  
Safran Printing Co.  
6543 Sylvester, Detroit  
Meets 2nd Thurs. at Carl's Chop House.

### **MILWAUKEE**

Howard C. Buchta, Secy.  
E. F. Schmidt Co.  
341 N. Milwaukee St., Milwaukee  
Meets 4th Tuesday at the Boulevard Cafe.

### **NEW YORK**

Gerard L. Urban, Secy.  
Brett Lithographing Co.  
Skillman Ave. & Pierson Pl.  
Long Island City 1, N.Y.  
Meets 4th Wednesday, Building Trades Club  
2 Park Ave.

### **PHILADELPHIA**

Joseph Winterburg, Secy.  
622 Race Street,  
Philadelphia 6.  
Meets 4th Monday, Poor Richard Club, 1319 Locust St.

### **ST. LOUIS**

Harold Rohne  
Letterhead & Check Corp.  
2940 Benton St.  
Open meetings in Feb., April, June and Aug.

### **SAN FRANCISCO**

Wm. Fennone, Temp. Secy.  
Lehmann Prtg. & Litho. Co.  
2667 Greenwich St.  
San Francisco, Calif.

### **TWIN CITY**

Elwood Osberg, Sec'y.  
Mono Trade Co.  
213 S. 6th St., Minneapolis  
Meets last Thursday of month.

### **WASHINGTON**

G. B. I. Miller, Secy.  
Hotel 2400  
2400 16th St., N. W.  
Meets 4th Tuesday, Hotel 2400 (N.W. 16th St.)

### **NAT'L ASS'N. OF LITHO CLUBS**

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New York 19, N.Y.



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Use Craftsman for making layouts, strike sheets, stick-up sheets, lining up press sheets, and registering color work . . . all with blueprint accuracy. Four standard sizes, working surface of table 28"x39", 39"x51", 46"x66", or 51"x76".

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### **Chicago Plans "Operation Picnic"**

"Operation Picnic" will be the next definitely scheduled event on the calendar of the Chicago Lithographers Club, president James J. Spevacek announced at the close of the year's final educational meeting, May 27. July 17 was set for the midsummer outdoor festival, to be held at a recreation resort in Chicago's southwest environs. A proposal was made for a "Play Day" at some golf club in June, but no decision was reached.

Frank Preucil, director of photography for the Gerlach-Barklow Co., Joliet, Ill., was the May 27 speaker, his topic being "What we know for sure about color reproduction."

Briefly Mr. Preucil reviewed the progress of color correction procedure by the masking method and presented considerable new material drawn from foreign language sources. Also discussed was the Eastman Kodak Co.'s new fluorescent method and the still newer photoelectric process for color separation.

"Of one thing we can be sure," he summed up, "In the future we will not be reproducing color as we do it today. So let's take off our hats to the pioneers of the past, then take off our coats and get down to work today."

Mr. Preucil was introduced by George Benton of the Meyercord Co., chairman of the club's educational committee. Herbert X. Knapp of U.S. Finishing Co., chairman of the membership committee, read petitions for membership from the following six persons: Joseph Partipilo, superintendent, Newman-Rudolph Lithographing Co.; Chas. F. Schuster, foreman, Regensteiner Corp.; F. Pfursich, art director, Caspers Tin Plate Co.; Henry Kupfer, secretary-treasurer, and George Woll, general manager, Kupfer Printing Co.; and Alfred Mazzo, manager, Carpenter Paper Co.

Three newly elected members who were to have been inducted, were unable to attend, so this ceremony was postponed until fall. Chas. Rahn, whose birthday the club observed at its April meeting was applauded when Mr. Spevacek announced that "Charlie" had retired from active

duty May 1, after 35 years of service with the Regensteiner Corp. Attendance at the dinner which preceded the session in the Congress Hotel's Florentine Room, totaled 82, Secretary Lester von Placheski of Columbian Lithograph Co., announced.

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### **Conn. Club Hears Groet**

A talk on masking for lithographic color reproduction by Jack Groet of Eastman Kodak Co., was the feature of the June 4 meeting of the Connecticut Valley Litho Club. Mr. Groet illustrated his talk with charts and other materials, and answered questions.

Past presidents of the club were honored at the meeting. Those present were Anthony DiNicola, formerly of A. D. Steinback & Sons, New Haven; Fred Kendall, Kellogg & Bulkeley Co., Hartford; Ralph Rich, Rich Lithographing Co., Chicopee Falls, Mass.; and Frank Poll, Meriden Gravure Co., Meriden, Conn. Albert Schultz, another former president, could not be present. Mr. Poll was awarded a plaque as the immediate past president.

The club's annual outing and clambake is planned for Saturday, August 21 at Turner Park, Longmeadow, Mass. Joe Siracuse was again appointed director of athletics. The Books by Offset Lithography exhibit is to be taken to New England under the sponsorship of the club in the fall, it was announced. Showings in New Haven, Hartford and Springfield are being arranged, and the books are to be the feature of the club's next regular meeting, October 1. New England lithographers will cooperate in the traveling exhibits, it was said.

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### **175 At New York Outing**

About 175 persons attended the annual outing of the New York Litho Club held Saturday, May 22, at Blasberg's Grove, Hawthorne, N. J. The program officially opened at noon with a "breakfast," followed by an informal program of softball, and other games and activities. A shore dinner in the evening topped off the day. The weather co-operated 100 percent in the affair.

### **St. Louis Club Sees Movie**

The June 3rd meeting of the St. Louis Litho Club was to be held at the York Hotel for members and friends. A sound color motion picture—"Paper—Pacemaker of Progress" telling the story of paper and the part it has played in advancement of civilization and newsreels of how paper contributed to winning the war, were to be shown. Historical sequences of the movies were supervised through M.I.T. A question and answer period was to follow the meeting.

The club's annual boat trip on the Mississippi was to be June 15th.

### **Mack Speaks at Atlanta**

A demonstration of lithographic platemaking was to be the feature of the May meeting of the Atlanta Club of Printing House Craftsmen, with Norman A. Mack, technical director, Roberts & Porter, Inc., as the speaker. The demonstration was to be part of an outdoor barbecue sponsored by the Harris-Seybold Co. Hosts were to be Maynard Mann and Joe McConaughey.

### **Walter Beall, Washington, Dies**

Walter Beall, 66, vice-president of Kirby Lithograph Co., Washington, D.C., died at his home May 17, following a long illness. Mr. Beall's career in lithography was begun as an apprentice with the Norris Peters Lithographing Co., Washington. After serving with other firms, he helped form the Kirby firm in 1927.

### **Knecht Joins Pitman**

R. W. Knecht, formerly Washington representative for Hammer Dry Plate & Film Co., recently joined the Harold M. Pitman Co., and is working in the Philadelphia, Baltimore, Washington area. Charles Sussenberg, who formerly covered this area for Pitman, is now in the New York area.

### **Materazzi To Air Chart Service**

A. R. Materazzi, formerly chief of the research section, Army Map Service, Washington, during May joined the Aeronautical Chart Service, Department of Air Force, as a graphic arts specialist.

### 36½ Hour Week on Coast

Lithographic employers and the Amalgamated Lithographers of America (CIO) recently concluded contract agreements in Portland, Ore., and Los Angeles, and a work week of 36½ hours was agreed upon in both cities.

In Los Angeles, time and one-half rates are to be paid for the first three hours of overtime and double time thereafter. Double time is to be paid for Sundays, and triple time for work done on holidays.

Six paid holidays are provided if employees are on the payroll 30 days and work the day preceding and the day following the holiday. Vacation clauses provide for two weeks after one year's work, and one day for each five weeks worked under a year.

Sample Los Angeles wage rates: process dot etcher \$2.40, halftone color operator \$2.45, vacuum frame operator, color \$2.26, pressmen, single color to 19"—\$1.78 ranging up to first pressman on a four-color—\$2.67.

The Portland agreement provides

for 31½ hours per week on the first night shift, and 30 hours on the second. Six paid holidays are provided plus one-half day on general elections.

Time and one-half is provided for the first two hours of overtime and double time thereafter, with double time on Saturdays and Sundays and triple time on holidays. Vacations are two weeks after a year's work, and one day for each 25 shifts worked if under one year.

Sample wage rates: dot etchers—\$2.48, process color cameraman—\$2.48, platemaker—\$2.34, 17 x 22" pressman \$2.20, 22 x 34" pressman—\$2.34, feeder operator, one color press—\$1.56.

### Report on Paper Discounts

Preliminary results of a survey of paper discount practices throughout the country were released recently by Printing Industry of America. They show that the industry has been partially successful in regaining the two per cent discount rate for prompt payment which was lowered to 1 per cent by many paper merchants last September.

According to Donald L. Boyd of Huntington, W. Va., president of the association, out of the 46 cities which are major printing centers, 20 have either retained the traditional two per cent discount for prompt payment or returned to it after previously changing to one per cent. In this group a few of the cities retained the 2 per cent for prompt payment but shortened the payment period as a compromise. Cities where all or most merchants are now on a two per cent basis include Chicago; Columbia, S. C.; Kansas City; Memphis; Miami; Omaha; Raleigh, N.C.; Richmond; St. Paul.

### Haffner Retires As General

Charles C. Haffner, Jr., who gave up his position as commander in chief of the Illinois National Guard when he was recently elected as president of R. R. Donnelley & Sons Co., was retired from the Guard with the three-star rank of lieutenant general, it was announced from the Illinois governor's office last month.

You get better presswork on every run—when you "adjust" your inks with "33." It assures uniform printing quality in spite of varying conditions of climate, humidity, ink and stock variations, etc. "33" is the scientific way to bring every ink to its PRINTING PEAK—and keep it there.

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# EQUIPMENT & BULLETINS

## Offers Gummed Paper Kit

A sample kit of a wide range of gummed papers designed to help in the selection of the right paper for the right job, is now being offered to label lithographers by Paper Manufacturers Co., Philadelphia 23, makers of Perfection gummed paper. The kit comprises 50 9½ x 12" envelopes each containing one grade of paper shown in a variety of samples. The grade number, finish, gumming and standard sizes are shown on the envelope together with information on the types of surfaces to which the gumming will adhere. A 10 x 12" selection card is also furnished, and can be filed with the envelopes to provide an index to them. Information on the kits is available from the company.

The carbon paper feed mechanism is designed for four hundred foot ribbon reels. The carbon paper ribbon feeds only when operating the type bar keys, and a special mechanism equalizes stress on the ribbon and eliminates breakage. This model is available at all offices of Underwood Corp. throughout the world.

## Zarkin to Expand Line

Development of new units to complete its line of Zenith lithographic platemaking and camera equipment will be possible in the new larger building purchased last month by Zarkin Machine Co., New York, Charles Zarkin, president, announced. The building, as reported here last month, is at 10th and 11th Streets, and 34th and 35th Avenues, Long Island City, and provides over 118,000 square feet of floor space.

## Baldwin Offers Samples

Booklets containing samples of various lines of papers were distributed during the past month by Baldwin Paper Co., New York. Samples included Rogers Antique Cover, Fitchburg tint stocks, and Crocker-McElwain's Certificate line of bonds. The new Baldwin pocket-size price list for May has also been distributed.

## New Underwood Typewriter

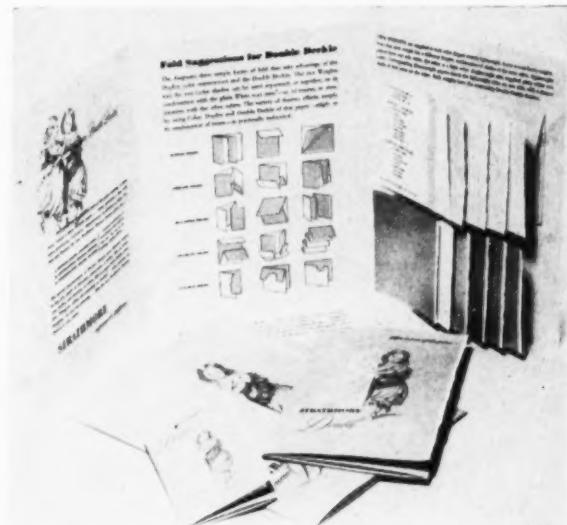
A new Underwood Typewriter equipped with duplex carbon and fabric ribbon feature was announced recently by Underwood Corp., New York. Available in the same variety of carriage widths and type styles as standard Underwood typewriters, this machine is said to be a composing unit for lithographic reproductions of typewritten material, either by photo offset or direct offset processes. The fabric ribbon feature enables the machine to be used as a general purpose typewriter.

## New Strathmore Deckles

"Three-color effect" with one-color printing is suggested with the new double deckle, Strathmore Paper Company's first postwar addition to its line of papers. Two color shades in a single sheet produce color contrasts by the simplest folds. The paper is available in two weights and utilizes two tones of six colors. The lightweight papers have one side white, the other, a pastel shade. The corresponding heavyweight papers match the lightweight color on one side, with a deeper shade of that color on the other side. Both weights have the contrasting double

## New Peel-Off Gummed Paper

A new gummed paper for labels, which can be peeled off cleanly from non-porous surfaces such as glass, metal and plastics, has been developed by The Label-Rite Co., Ltd., 65 Bloor St., West, Toronto 5, Canada, W. H. Wagner, manager of the label firm reports. "For many years pharmaceutical manufacturers have been trying to label their products so that the druggist can remove the label easily when supplying the product on a prescription," Mr. Wagner said. Frank W. Horner, Ltd., Montreal pharmaceutical firm, is now using the new paper, known as "Peelz-Off." The Horner company says the new labels work better in their Vac-Spray machines, and the printer reports that the paper does not curl. The labels are moistened and applied in the regular way. Arrangements are being made to make the paper available through paper jobbers. Mr. Wagner said.



deckle feature. Sample portfolios (above) are being distributed by the company, West Springfield, Mass.

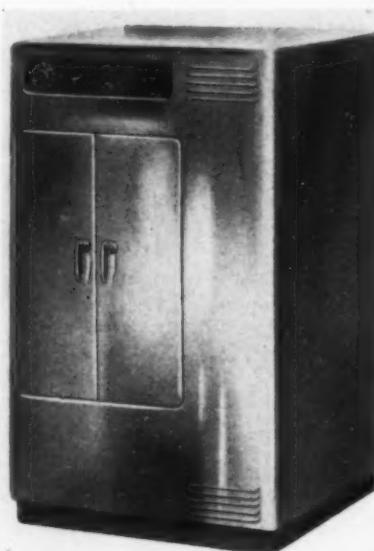
### New Treatment for Strip Film

"Quicktone," a solution treatment for rendering a negative or positive sufficiently translucent for stripping purposes without changing its light-passing properties, has been announced by Henry P. Korn, New York. The product is said to replace the wet plate "red" negative. "Quicktone" changes the film into a strong, opaque yellow, which is translucent to the eye, but holds back light. There is no danger of losing image density,

the maker claims. The treatment takes two minutes, and can be used after the final rinse in the darkroom or the film can be dried and later treated in "Quicktone." The product is distributed by Graphic Process & Products Corp., 5 Beekman St., New York 7.

book the author tells the story of writing characters from the days of prehistoric cave pictures to the present, and has provided over 275 illustrations. The book will be printed in two colors.

### Announces Anhydrator



The Anhydrator (above), announced by Oscar Fisher Co., Inc., is designed for drying film and other materials without heat. Developed during the war for drying such materials as penicillin, it has since found uses in the photographic and lithographic fields, according to the company. The device is not affected by weather changes, and circulates clean filtered air at a low humidity. Information is available from the company, 109 Worth St., New York 13.

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### Charged Paper Speeds Paste-Up

A new magnetic paper which eliminates the paste in "pasting up" classified advertisements for reproduction by photoengraving has been developed by the *Chicago Tribune*, it was reported early in June. The paper is coated on one side with iron dust. Advertisements are typed on the reverse side, and mounted on a similar charged sheet. They remain in place or can easily be moved. The *Tribune* and other Chicago newspapers are still getting out daily editions by Vari-Typer, electric typewriter composition, and photoengraving during the ITU strike which has been going on since last November.

## New Lettering Device



The Varigraph Lettering Instrument (above), a mechanical device for reproducing many sizes of letters from a single templet directly in ink or pencil on any suitable surface has just been announced by the Varigraph Co., Inc., Lincoln 3, Neb. The letters may be reproduced to any desired width combined with any desired height between .075 and .750. Letter width and letter height are controlled by positioning two knobs.

Resting directly on the surface being lettered, the Varigraph slides against a straightedge in being moved from one letter to the position of the next letter. To reproduce a letter a finger operated point follows the letter grooves in the lettering templet.

This instrument can be used by either a right or left handed person. For left handed operation the instrument is placed so that the lettering arm is to the right of the operator. Lettering may be done direct on paper, tracing cloth or other material.

A wide range of lettering templet styles is offered. Uses, according to the company, include: advertising layout, business charts and graphs, maps, lithographic copy, Multilith plates, photographic titling, and others.

The Varigraph is said to be the first mechanical device to be manufactured which will reproduce a copied figure without distortion at variable height-width ratios. The mechanism varies the ratio of the horizontal and vertical components of the line direction to be copied. The mechanism comprises a number of cooperating links which transmit movement from input to output. All parts are corrosion resistant and are enclosed by a varigated case molded of Tenite.

## New Light Equalizer

A new light equalizer for Solar Enlargers has just been announced by Burke & James, Inc., 321 S. Wabash Ave., Chicago 4. The new unit is said to give nearly twice the amount of illumination of the older style diffusion unit.

## Wagoner Heads Supply Guild

Ed Wagoner, Mergenthaler Linotype Co., was elected president of the Printers Supply Salesmen's Guild of New York, at the annual meeting held at the Advertising Club, May 12. Other officers are: Norman Steed, Miehle Printing Press & Mfg.

Co., vice president; R. R. Berliner, *Graphic Arts Monthly*, recording secretary; Robert Cunningham, Harris-Seybold Co., financial secretary; and Gus Reishel, Ideal Roller & Mfg. Co., treasurer.

Directors elected were as follows: Stuart E. Arnett, Printing Machinery Div., Electric Boat Co.; Nate Weinstein, Printing & Litho Equipment Co.; William Hourigan, E. P. Lawson Co.; and Thomas Hession, O. J. Maigne Co. The retiring president is Arthur Tarling, Sleight Metallic Ink Co.

Meyer Lewis, publisher of the *Printing Trades Blue Book*, was honored, and was made an honorary life member of the guild.

## Sun Sales Up First Quarter

A report of Sun Chemical Corp., New York, and subsidiaries, for the three months ended March 31, shows net profit of \$154,890 compared with \$351,815 in the first three months of 1947, the firm reports. Sales for the first quarter amounted to \$8,640,872 against \$8,188,442 for the first three months of 1947.

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## Students Visit ATF

A group of 21 graphic arts students from Carnegie Institute of Technology, Pittsburgh, recently were guests of American Type Founders, Elizabeth, N. J., in a tour of the plant, that was part of the Tech program of study of manufacturing and use of printing equipment.

The students, who came from all parts of the United States and from as far away as Lima, Peru, were given a buffet luncheon and were greeted by Thomas Roy Jones, president of ATF Incorporated.

## DIE CUT LABELS

(Continued from Page 34)

die. Also, the blanks die cut from all three sheets on the Type A (descending platen) machine show consistently greater variations in dimensions than the corresponding blanks die cut on the Type B machine.

The remaining ten packs of labels were measured for size variations of individual labels. The results are given in Table 5.

While these labels are not all comparable because of the different degrees of pebbling, measurements on the lightly pebbled labels (No. 1-3 and 5-10, inclusive) show that appreciably smaller variations occurred in labels die cut on the Type B than on the Type A machine. This checks the results in Table 4 and is in line with reported practical experience.

Conclusions from the experimental results in Tables 1-5 may be summarized as follows:

1. Pebbling produces relatively small dimensional changes in the uncut label sheets, and such changes are practically uniform from label to label. They could have only a very slight effect on register of the die cutting, and no effect whatever on variations in label dimensions.
2. The amount of dimensional variation in die cut labels depends on the degree of pebbling. The heavier the pebbling, the greater the variation. Variations occur in die cutting un-

pebbled stock but they are relatively small.

3. A pack of labels die cut on the Type A descending platen die press is larger at the top than the die, and same size or smaller than the die at the bottom.
4. The greatest variation in the size of labels due to die cutting generally occurs in the grain direction of the paper.
5. Labels die cut on the Type B ascending platen machine show consistently much less variation than those die cut on the Type A descending platen machine.

### Causes of Variations

Die cutting on either Type A or Type B machines involves the application of considerable pressure to the label pack. At the same time the label pack exerts a cushioning effect that is proportional to its sponginess due to the increased thickness of the stock produced by pebbling. Figure II shows a pack of rather heavily pebbled labels clamped against the die with somewhat less than cutting pressure to simulate what happens on the Type A die press. It will be seen that, as the pack is compressed under the cutting edges, the top labels bulge upward and pull in at the sides. This pulling in is clearly shown by the fact that the flutes in the side of the pack toward the camera incline toward the center. Obviously, then, the top-most labels in the pack would be cut larger than the opening in the die.

Figure II also shows that the pressure applied by the cutting edge spreads out toward the bottom of the pack so that a fairly large area of the bottom labels is under compression. Because of this pressure, the bottom labels are held flat, and may even be forced to expand laterally. It is in this condition that they are die cut. When the pressure is released, the expanded labels retract somewhat, with the result that they become smaller than the opening in the die. Figure II thus illustrates the mechanics of die cutting and shows why the pack is cut large at the top and small at the bottom.

On the Type B ascending platen machine there is always a pile of cut labels remaining in the die which

exerts some pressure on the labels being cut. This pressure prevents the extreme bulging of the top labels. In other words, when being die cut on the Type B machine, the labels are always in the condition of those in the bottom half of the pack shown in Figure II, and there is not the same tendency for them to be cut larger than the die. This explains the smaller variations in size when labels are die cut on the Type B machine.

#### **What Can Be Done**

Since that data in Table 4 showed that size variations occur in die cutting *unpebbled* sheets, both plain and varnished, on both types of machine, it can be concluded that such variations are inherent in the high-die method. The problem, therefore, is to minimize such variations. From the observations and conclusions of this somewhat limited study, it appears that control of the following factors is most likely to accomplish the desired result.

*Depth of Pebbling:* The data in Table 3 show that heavy pebbling can produce much greater size variations than light pebbling. Heavily pebbled labels may have a certain aesthetic value, but otherwise there is no point to pebbling except to give labels the desired flexibility. The minimum degree of pebbling required to do this should be determined and standardized. The best criterion appears to be the percentage increase in thickness produced by pebbling. This is easily determined by measuring the thickness of ten or more sheets by means of a micrometer thickness gauge using a minimum of pressure, then running the sheets through the machine and remeasuring them. Then

$$\frac{X-Y}{Y} \times 100 =$$

percent increase in thickness

where  $X$  = Thickness of sheets after pebbling, and  $Y$  = Thickness of sheets before pebbling.

A minimum degree of pebbling would probably also benefit register in the straight cutting operation and therefore in the final die cutting.

*Bulging of Top Labels During Die Cutting on Type A Die Presses:* The less the degree of pebbling, the less will be the tendency of the top

labels in the pack to bulge and pull in. In any case, however, the size variations should be reduced if the entire surface of the label pack could be pre-loaded before it is die cut. The action would be analogous to that of the clamp on the guillotine cutter. It appears possible to design a pre-loading attachment to be placed inside the die. Such a device might even be attached to the die and made to extrude the cut labels.

*Other Factors:* There are certain additional factors, not investigated, that may affect size variations in die cut labels. Sharpness of the die is one of these. Since a dull die will no doubt exert more pressure in the label pack than a sharp die, it should produce more bulging of the top labels and lateral spreading of the bottom labels, and thus cause greater size variations.

Obviously, the thicker the pack of labels being cut, the greater will be its compression by the cutting edge, and vice versa. Greater compression should increase the bulging of the top labels and therefore their size when cut. Heavily pebbled stock should therefore be die cut in thinner lifts than stock that is lightly pebbled.

It is probable that the moisture content of the paper has some effect on size variations in die cutting. High moisture content should make the paper more spongy and therefore more susceptible to compression and lateral spreading under the pressure of the die. With a minimum degree of pebbling, however, the moisture content of the paper should not be an important factor in causing dimensional variations.

Bearing in mind that dimensional variations are inherent in the die cutting of labels by the high-die method, any specifications limiting such variations must be reasonable and take into account variations in the raw material and processing which are beyond the ability of a label manufacturer to control. Allowance must be made for normal variations in the paper itself, in the effects of lithography or printing on sheet dimensions, and in the precision with which pebbling and embossing equipment is adjusted.★

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### **Harris Moves N.Y. Office**

The eastern district headquarters and service offices of the Harris-Seybold Co. have been moved to larger quarters at 380 Second Ave. at 22nd St., New York 10, J. W. Valiant, vice president and eastern district manager, announced June 4. The new quarters, located in the Schlegel Lithographing Corp. building, provide about three times the floor space occupied at the former location, 75 Varick St. The new offices include a large room where presses and cutters may be demonstrated, facilities for rebuilding equipment, and a conference room equipped for motion picture projection.

### **Currier & Ives Authority Dies**

Harry T. Peters, 66, author of several volumes on Currier & Ives died June 1 at his home in New York City. Said to be the first person to recognize the artistic and historic importance of the Currier & Ives lithographs, he became one of the most important collectors of these prints. One of the most recent of his books was "Currier & Ives: Printmakers to the American People," published in 1942. Many copies of this volume were sold through the Book of the Month Club.

### **Craftsmen Meet in South**

The Seventh District Conference of the International Assn. of Printing House Craftsmen was held the latter part of May at Little Rock, Ark. The program included a clinic on color separation and a discussion of color printing. Delegates from Florida, Georgia, Alabama, Arkansas and Tennessee were to attend. A delegation from Memphis was headed by E. S. Tucker, of S. C. Toof & Co., lithographers, who is president of the Memphis club.

### **Appoint Direct Mail Men**

Committee personnel for the 1948 convention of the Direct Mail Advertising Assn. to be held September 29, 30, and October 1, at the Benjamin Franklin Hotel, Philadelphia, were recently announced by the association president, Charles B. Konselman, of

A. & M. Karagheusian, Inc. New York. Earle A. Buckley, president, Earle A. Buckley Organization, Phila., will be general chairman and J. W. Dolson, industrial advertising manager, Hercules Powder Co., Wilmington will be associate chairman.

### **ATF Men in Study Course**

A group of American Type Founders executives in sales, engineering, service and manufacturing are studying the practical aspects of offset lithography in a specially arranged course at the New York Trade School. Instructors are Herbert P. Paschel, lithographic consultant, photography; James Pastorelli, Crafton Graphic Co., layout and stripping; Harold Ellis of the trade school staff, plate-making; and Frank Demarest, Jersey City Printing Co., presswork. About 20 men are enrolled in the course.

### **Anderson Photo Color Moves**

Anderson Photo Color Co., formerly known as Rex Litho Plate Co., specializing in litho negatives, plates and color separations for the trade, recently moved to the Duttendorf Building, Cincinnati. Ralph Gunther, who was with Advertiser's Engraving Service, Cincinnati, before serving with the armed forces, has joined the firm as manager. R. V. Anderson is president of the company.

### **Turner Appoints**

As part of a general expansion program, Turner Printing Machinery, Inc., Cleveland, announced the appointment of Robert Milton and Wesley Hayes to the staff of the advertising and sales promotion department. Mr. Milton, formerly with Direct Mail Co. of Cleveland, serves as copy writer and handles direct mail advertising. Mr. Hayes has charge of the mailing department.

### **A Correction**

In the listing of the Books by Offset Lithography selections last month, it was stated in several places that lithography was from deep etch plates made from negatives. This should have read "positives."

### **St. Louis Group Issues Booklet**

The Lithographic Cost Fact Finding Committee of the Associated Printers & Lithographers of St. Louis has produced a new booklet on production schedules and cost data on composition and stickup negatives, press plates, press work, ink, cutting, paper, etc. The information presented has been based on a scientific research of present day wage and material costs.

### **Restrict Equipment Imports**

Canadian imports of a wide range of printing and lithographing machinery were prohibited on April 1 unless they are "considered essential to the national economy," it is announced. Such equipment was the largest category in a new list of goods the import of which will be tightly controlled as a dollar-saving measure.

### **Announce Electro Research**

A three year research plan calling for the spending of \$150,000 has been announced by Printing Plates Research, Inc., an organization of electrotype manufacturers. The organization renamed Battelle Memorial Institute, Columbus, Ohio, as its research laboratory, and J. Homer Winkler is manager.

### **Paisley Appoints Henneberry**

Joseph P. Henneberry has been appointed manager of the envelope adhesive and dextrine sales department of Paisley Products, Inc., Joseph Morningstar, president, announced recently. Mr. Henneberry has been with the firm's envelope adhesive department for 10 years.

### **L. L. Brown Paper Co. Appoints**

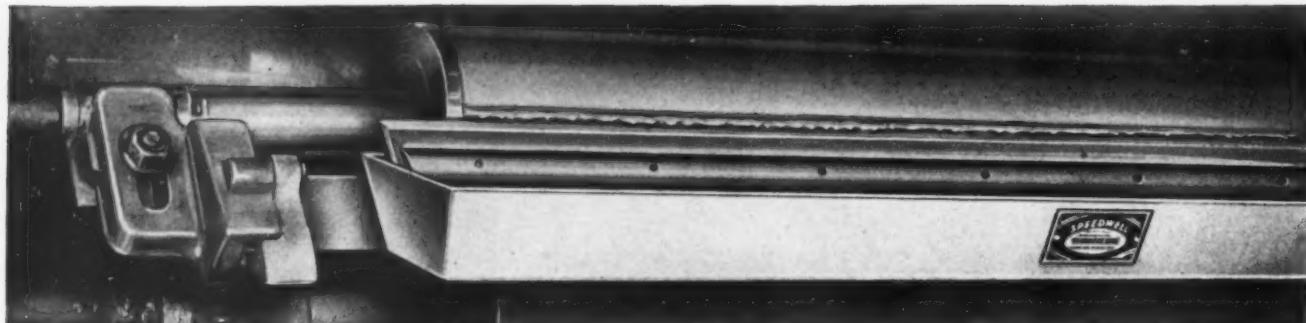
L. L. Brown Paper Co., Adams, Mass., recently announced the appointment of Butler Paper Co., St. Louis, as agents for their line of ledger, fine, bristol and bond papers.

### **Offers Transparent Proofs**

A new Vandercook proof press, designed for producing transparent proofs on cellophane or other materials, was recently installed by Howard O. Bullard, Inc., New York.

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# TECHNICAL BRIEFS

From Current Literature in the Graphic Arts

Abstracts of important current articles, patents, and books are compiled by the Research Department of the Lithographic Technical Foundation, Inc. These abstracts represent statements made by the authors of articles abstracted, and do not express the opinions of the abstractors or of the Research Department. Mimeographed lists have been prepared of (1) Periodicals Abstracted by the Department of Lithographic Research, and (2) Books of interest to Lithographers. Either list may be obtained for 10 cents in coin or U. S. stamps. Address the Lithographic Technical Foundation, Research Dept., Glessner House, 1800 Prairie Ave., Chicago 16, Ill.

## \*HOW TO OBTAIN COPIES

Where titles are marked with an asterisk the original articles can be furnished by the Foundation (address above) as photographic copies at 60 cents per page, plus six cents postage for each four pages or PB reports can be secured from the Dept. of Commerce, Office of Technical Service, Washington, D. C., for prices quoted. Check or money order should be made payable to "Treasurer of the United States."

### Photography, Tone and Color Correction

**\*Color Correction in Color Printing.** Arthur C. Hardy and F. L. Wurzburg, Jr., *Journal of the Optical Society of America* 38, No. 4, April, 1948, pp. 300-7 (8 pages). In a three-color print, the color of any area that is large in comparison with the size of the dots of the structured image can be regarded as an additive mixture of eight colors: the unprinted paper stock; the cyan, magenta, and yellow of the individual ink dots; the red, green, and blue that result when ink dots overlap in pairs; and the black that results when all three ink dots overlap. Since the extent of overlapping is determined by the sizes of the dots, the color of the additive mixture can be expressed by three equations. The straightforward attack on the problem of color reproduction is to solve these fundamental equations for the required dot sizes on the assumption that, in every area, the tristimulus values of the reproduction should be equal to those of the original. This has not been accomplished hitherto, because it involves solving three simultaneous equations of third degree, each containing eight terms. However, a relatively simple electronic equation—solving network has been constructed which solves these equations with ample precision in 0.001 second. By using this network in connection with a scanning machine of the type described in the preceding paper, full color correction is achieved. A corresponding set of equations can be written for the additive mixture produced in four-color printing, wherein the fourth color is black. Since the three equations now contain four unknowns, an additional condition must be imposed. From the standpoint of the printing require-

ments, it is desirable that at least one of the color dots be absent, or of some predetermined minimal size, in every region of the reproduction. An extension of the principles embodied in the electronic network mentioned above imposes this condition and yields a continuous solution to the three fourth-degree equations.

**\*Photo - Lithography: Reflex Technique for Exact same size.** C. C. Redman. *Process Engravers' Monthly* 55, No. 652, April, 1948, pp. 108, 111 (2 pages). The problems involved in the production of exactly same size line work are reviewed. The use of Kodak Reflex Emulsion to solve this problem is outlined. The negatives have sufficient contrast for direct use in platemaking.

**\*Herschel Effect and Solarization Applied to Map Reproduction.** Army Map Service Bulletin No. 26, February, 1948 (19 pages). Dropping the "black" photographically in map reproduction by the Her-Sol Process is described in this article. The idea was conceived in Germany toward the end of World War II. Army Map Service personnel were assigned the task of investigating and assaying its value. The Her-Sol Process, within certain limits, permits production of separation negatives directly from the original by contact, in which every color but the one desired, including black, is eliminated. The photographic principles involved are the Herschel effect; the fading of the latent image on a color-blind or orthochromatic emulsion by exposure to red light, and solarization: the reversal of images by great overexposures . . . especially on desensitized emulsions. Details of the process are described. (This will be published complete in Modern Lithography soon. —Ed.)

**\*The Control of Tone Reproduction in Lithography.** Michael H. Bruno and George W. Jorgensen. *Lithographic Technical Foundation Publication No. 701*, April, 1948, 32 pages, \$1.00. The new LTF Sensitivity Guide for the control of tone reproduction in platemaking is described. It consists of a calibrated, continuous tone step wedge which is exposed with the subject on either albumin or deep etch plates. The number of the last printing step which appears on the developed plate is an accurate measure of the sensitivity of the coating, and, consequently, of its tone reproduction characteristics. Considerable progress has been made in the direction of controlling tone reproduction in printing on the press by the development of metal surface treatments, such as Cronak for zinc and Brunak for aluminum, and the introduction of superior desensitizing agents such as cellulose gum. The metal treatments and cellulose gum improve the wettability of the plate by water so that many of the troubles affecting tone reproduction on the press, such as image spreading, sharpening, blinding, scumming, low density due to ink emulsification, etc., are eliminated or minimized. Reasonably accurate control of tone values in platemaking and printing are in sight. The problem of precise practical control of tone reproduction in photography remains to be solved.

**Color Separation with Fluorescent Materials.** Joseph L. Switzer and Robert C. Switzer. *United States Patent No. 2,434,019* (January 6, 1948). The method of making reproductions of original compositions comprising the steps of preparing an original in a luminescent medium, lighting the original with substantially only fluorescogenous radiations, photographing the original only while it is luminous through a color filter selected to transmit a color of the luminous original to produce a color printer, producing a printing plate from the color printer, and printing a reproduction from said printing plate. *Official Gazette* 606, No. 1, January 6, 1948, p. 117.

**Masking for Color Correction (Article 8).** Frank Preucil. *National Lithographer* 55, No. 4, April, 1948, pp. 32, 33, 72, 75, (4 pages). Treats positive masks and reviews the effects of the different type masks. The consideration of negative masks is started.

### Planographic Printing Processes

**\*Facts Versus Opinions.** Charles F. King. *Inland Printer* 121, No. 1, April, 1948, pp. 50-53 (4 pages). Questions are posed as to the purpose of bichromates, nitrates, and other ingredients of fountain solutions. The pH of fountain solutions is discussed.

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with relation to ink, paper and different formulations of fountain etch. When properly used, pH can be a useful tool for the pressman. The mechanism of the adherence of desensitizing gums to metal plates is discussed. The necessity of molecules with carboxyl groups is questioned but no other mechanism of adhesion is proposed by the author.

**Process for the Production of Print Pictures on Print Bodies.** Egon Herbert Schwarz. *United States Patent No. 2,437,005* (March 2, 1948). A method of producing print pictures on metallic printing surfaces comprising the steps of treating the metallic surface on which the picture is to be produced with a lye, applying to the surface a layer of sensitized emulsion, copying the desired picture on the sensitized surface, developing the picture, and coating the surface carrying the picture with a solution containing a salt of a metal the position of which in the displacement series is below that of the metal of the printing surface, said metal salt being capable of forming an ink receptive metal deposit. *Official Gazette* 608, No. 1, March 2, 1948, p. 137.

**\*Photo - Lithography. Preparation of a Key Plate** C. C. Redman. *Process Engravers' Monthly* 55, No. 650, February, 1948, pp. 38, 41 (2 pages). Instructions are given for preparation of key plate, non-greasy images with printing quality, by photomechanical means from either a negative or positive transparency or by duplication from an existing printing plate.

**\*Factors Influencing Rate of Deterioration in Dried Egg Albumin.** G. F. Stewart and R. W. Kline. *Industrial and Engineering Chemistry* 40, No. 5, May, 1948, pp. 916-919 (4 pages). The effect of several factors affecting the deterioration of stored

dried egg albumin was studied. As the temperature is increased, the solubility of the albumin decreases with time, and decreases much more rapidly as the storage temperature is increased. The fluorescence of the samples at 40°C or higher increases rapidly with time to a maximum and then declines. The decline in fluorescence seems to be related to increase in insolubility of the albumin. As the pH is decreased, the rate of solubility loss with time decreases considerably. The less H<sub>2</sub>O content, the less the loss in solubility with time. At concentrations of glucose above .02%, an appreciable increase in fluorescence occurs with a decrease in solubility of the albumin, and development of color.

**\*A Photoelectric Method for Preparing Printing Plates.** Arthur C. Hardy and F. L. Wurzburg, Jr. *Journal of the Optical Society of America* 38, No. 4, April, 1948, pp. 295-300 (6 pages). Whenever the subject being reproduced has a regular pattern, the conventional type of halftone screen, because of its regular structure, may produce an objectionable beat pattern, called moire. In multicolor printing, the regular patterns of the several structured images produce complex beat patterns whose effects are minimized, but not eliminated, through proper choice of screen angles. This paper describes a procedure in which a continuous-tone image is scanned; and the resulting photo-tube signal is used to actuate a light value in such a manner as to produce a structured image containing dots that are, in effect, distributed at random. It is shown that this procedure avoids both the distortion in tone reproduction and the moire patterns associated with the conventional use of halftone screens.

**\*Bi-Metallic Plates (Part 9).** J.S. Mertle. *National Lithographer* 55, No.

4, April, 1948, pp. 30, 31, 75, 76 (4 pages). Part 9 of a review of bi-metallic plates. The preparation of the IPI tri-metal plate is described in detail, including method of electroplating, sensitized coating used, and composition of developer and etching solution. In the process of Petren and Sternberg, a resist is laid down on a stainless steel base, then, following development, the image areas are etched with a mixture of calcium chloride, ferric chloride, nitric and hydrochloric acids and cuprous chloride. It was claimed that a thin film of copper was deposited in the image areas. Blau's electron intaglio plate is discussed. The image is applied to the base plate, using bichromated albumin or cold top enamel. After the image is developed, nickel is electroplated on the non-image areas. This method should not be confused with Blau's Electron-o-plate apparatus which is not a bi-metallic plate process. In the Electron-o-plate method an albumin image is developed on a zinc plate, and thin layer of zinc is electroplated on the non-image areas.

**\*Brunak Controls Oxidation on Aluminum Plates.** Michael H. Bruno and Paul J. Hartsuch. *National Lithographer* 55, No. 4, April, 1948, pp. 26, 27, 85 (3 pages); *Modern Lithography* 16, No. 4, April, 1948, pp. 51, 53 (2 pages); *Lithographers Journal* 33, No. 1, April, 1948, pp. 9-10 (2 pages). A process is described for the production of a chemical surface film on aluminum plates which protects the metal from oxidation. The process which has been named Brunak consists in the immersion of the clean, counter-etched grained aluminum plate in a solution of ammonium bichromate and hydrofluoric acid for 1½ to 3 minutes, followed by rinsing of the plate and drying of the film. The process gives the metal greatly increased protection against oxidation.

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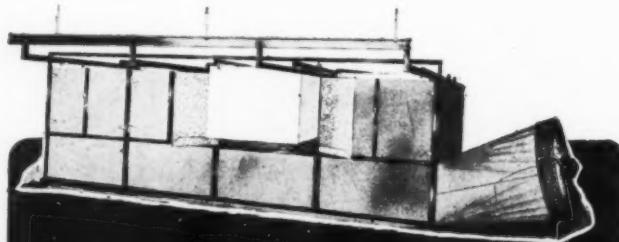


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Plates treated by the Brunak process may be used subsequently for either albumin or deep-etch offset plates. The use of Brunak eliminates the oxidation scum which is characteristic of an oxidized aluminum plate.

\*Wool Felt—The Image Killer. *Modern Lithography* 16, No. 4, April, 1948, p. 117 (1 page). The use of wool felt in developing albumin plates results in the removal of part of the greasy film which rests on the image areas. This may lead to trouble in rolling up plates on the press, due to a partial desensitization of the image areas. It is recommended that plate-making procedures be adjusted, by use of pre-etched Cronak or Brunak plates, and proper coating thickness, so that development can be done with cotton only.

#### Paper and Ink

\*Thermoplastic Coated Papers. James R. Carter II. *Printing Equipment Engineer* 76, No. 1, April, 1948, pp. 33, 70, 72, (3 pages). The development of a delay-action thermoplastic eliminates the necessity for applying heat and pressure simultaneously to label papers. Properties desirable in thermoplastic label papers are enumerated. The basic types of thermoplastics that have been developed by the Nashua Gummed and Coated Paper Company and their uses are described. These various types of adhesive formulations can be applied to any ordinary papers used in Graphic Arts industries.

Resins for the Paper Converter. George C. Borden, Jr. and Samuel S. Gutkin. *Technical Association of the Pulp and Paper Industry Monograph Series No. 5*, 95 pages. This monograph is essentially a catalog in which individual resins in sixteen classifications are defined and described as to physical properties and applications. The following classifications are included: Cellulose Film - Formers; Vinyl Polymers; Protein and Protein-like Resins; Natural and Synthetic Rubber; Phenolics; Ureas; Melamines; Alkyd Resins; Polybasic Diene Acid Resins; Coumarone-Indene Resins; Polymerized Terpene Resins; Silicones; Chlorinated Diphenyls; Aryl Sulphonamide-Formaldehyde Resins; Natural Resins; Water-Soluble Resins.

\*Resin Bonding and Strength Development in Offset papers. Charles G. Weber, Merle B. Shaw, Martin J. O'Leary, Joshua K. Missimer. *Paper Industry and Paper World* 30, No. 1, April, 1948, pp. 83-88 (6 pages). A series of experimental offset papers were made in which the strength and resistance to surface pick were developed mainly by bonding the fibers with a synthetic resin instead of by the commercial beating. The papers were made from three widely different furnishes of commercial wood pulps,

and the principal bonding agent was melamine-formaldehyde resin. In all instances, the resin-bonded papers were superior with respect to curling, oil absorption, folding endurance and resistance to tear than gel-bonded control papers with comparable bursting strength and resistance to pick. Expansion also was improved in sulphite-soda papers. Only small amounts of resin were required to improve greatly the strength of papers composed principally of short-fibered filler pulps.

Drying Accelerators. *Paint* 18, No. 4, April, 1948, p. 146. Although the addition of the organic salts of lead, manganese and cobalt to accelerate the drying of oleoresinous coating compositions is well known, there are some few cases, such as in certain alkyds, where these driers are not sufficiently effective. The incorporation of an alpha-beta-unsaturated ketone in coatings made from oil-modified alkyds or unsaturated oils reduces the drying time considerably by as much as 50% in baking compositions and to an even greater extent in air-drying compositions. If drying is carried out at room temperatures, small amounts of the usual drying metals should be added as well. Suitable ketones are mesityl oxide, isophorone, methylvinyl ketone and cyclohexanone.

\*Printing Smoothness of Paper. *Paper Trade Journal* 126, No. 16, April 15, 1948, pp. 62-4 (3 pages). Test procedures are described for determining the smoothness of printing paper by three different instruments: the Bekk, the Gurley-Hill S-P-S, and the Williams.

#### Lithography—General

\*Control of Variables in Offset. Karl Davis Robinson. *American Printer* 126, No. 3, March, 1948, pp. 53-54 (2 pages). Throughout the entire lithographic process chemical, physical, and mechanical reactions are being dealt with. Procedures should be standardized so that these reactions occur the same way each time and variables are eliminated, resulting in higher quality at lower cost. No other single step can do more to eliminate these variables in all departments than installation of air conditioning. Densitometric control is also essential for controlling or eliminating variables.

\*How to Operate a Small Offset Press. (Part 3.) Eugene C. Moysen. *National Lithographer* 55, No. 4, April, 1948, pp. 28, 29, 66, 68, 70 (5 pages). Part 3 of a series on the operation of a small offset press. Discussion of water ductor roller adjustment, water control, clearing of water roller, cleaning and adjustment of plate cylinder, packing of the plate, positioning of plate on the press, adjustment of the impression cylinder,

inking of the plate, and adjustment of the plate for position and register.

#### Graphic Arts—General

Air Conditioning Apparatus. Agnew H. Bahnsen, Jr. *United States Patent No. 2,440,627* (April 27, 1948). Air conditioning apparatus which comprises: a duct having an inlet for air to be humidified and an outlet for discharging humidified air to a space to be humidified; air circulating means including a fan mounted in the duct and a motor for driving said fan; air humidifying means mounted in said duct; temperature controlled means for lowering and raising the speed of said fan in response to lower and higher temperatures respectively in the space to be humidified; and means responsive to a decrease in space humidity for increasing the speed of said fan above that established by said temperature-controlled means for a relatively low temperature within the space to be humidified. *Official Gazette* 609, No. 4, April 27, 1948, pp. 901-2 (2 pages).

\*The Measurement of Adherence of Organic Coatings to Metal Surfaces. Henry Green and Theresa P. Lamattina. *Papers Presented at 25th Anniversary Meeting Division of Paint, Varnish, and Plastics Chemistry, of American Chemical Society*, April, 1948, pp. 193-203 (11 pages). An instrument for measuring the adherence of organic coatings to flat metal plates is described. The apparatus is of the knife type, which cuts and pushes off a strip of coating of substantial width. The force necessary to do this is calculated in dynes and divided by the strip width. This ratio is called the *stripping force per unit width*. When this value is divided by the film thickness, the result is called the *intrinsic stripping force*. It was found that such measurements are independent of the speed at which the cut is made, and also independent of the amount of friction developed by the pressure weight used in forcing the knife edge into contact with the plate. A chart that shows the precision of this instrument is also included in this article.

Colorimeter. *Chemical and Engineering News* 26, No. 18, May 3, 1948, pp. 1306-7 (2 pages). A photoelectric tristimulus colorimeter is offered by the Henry A. Gardner Laboratory, Inc. Photocell windows and measuring circuits have been selected so that the three values of color are read directly from 10-turn potentiometer rheostats. The rheostats are first set to the values of certain standard colors.

\*Freund Gives Description of New Intertype Fotosetter. Glenn C. Compton. *Inland Printer* 120, No. 6, March, 1948, pp. 33-36 (4 pages). ★★

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# CLASSIFIED

All classified advertisements are charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. One column ads in a ruled box, \$5 per column inch. Address replies to Classified Advertisements with Box Number, care of Modern Lithography, 254 W. 31st St., New York 1. Closing date: 28th of preceding month.

## Help Wanted:

**WANTED:** Combination Camera Platemaker, Pressman good salary, pleasant surroundings. Write to Modern Lithography, or direct to The McMath Company, Inc. Box 1887, El Paso, Texas.

**POSTER ARTIST,** Dot etch artists, steady employment. McCandlish Lithograph Corp. Roberts Avenue and Stokley Street, Philadelphia 20, Pa.

**WANTED—Man** to take charge of Stripping Dept. Mostly line and some color. Located in Finger Lakes Region, New York State. Write stating qualifications and experience. Address Box 962 c/o Modern Lithography.

**ESTIMATOR WANTED:** Experienced in color lithography of booklets, folders and display advertising. Experience with printing desirable but not required. Give us complete details of your age, previous connections, earnings and references. Your reply will be treated confidentially. Five day work week in large Los Angeles plant. Personal interview with executive of Company can be arranged in near future at location convenient to applicant whose experience appears to fit the requirements. Address Box 963 c/o Modern Lithography.

**A-1 PRESSMAN—Must** be capable handling finest four color process. Permanent job, First class city in Southwest. Fine working conditions. Give us complete details of your experience, previous connections, earnings and references. Your reply will be held in strict confidence. Address Box 978, c/o Modern Lithography.

**PRESSMAN:** For Harris 17 x 22 LSB Press. Permanent position in

## FOR SALE

Interest in small progressive offset plant Southeast Pennsylvania. Young experienced college man with at least \$25,000 to invest. Replies held in strict confidence.

ADDRESS BOX 960  
c/o Modern Lithography

Southern California for qualified man. A. F. of L. Union Shop \$2.26 Per Hr. Address Box 964 c/o Modern Lithography.

**DOT ETCHER:** Highest class experienced dot etcher with full knowledge of modern processes for leading California firm which will soon have new modern plant in attractive suburb of San Francisco. Permanent position, high wages, ideal surroundings. Write full details, personal history and experience. Address Box 965 c/o Modern Lithography.

**PHOTOGRAPHER — PLATE-MAKER:** Capable, experienced man for work in pastel colors. Plant in Southwest at 7,000 ft. altitude, with nice summer climate and mild winters. Applicant for this position must not drink alcoholic beverages. Write to J. B. Smith, 227 Don Gasper St., Santa Fe, New Mex.

**Pressmen—Thoroughly experienced** pressmen on two-color Miehle or Harris Press. Steady jobs guaranteed with good salary. These vacancies occur in New England plant. Replies must give details of background experience, which will be kept confidential. Address Box 980 c/o Modern Lithography.

## Situations Wanted:

**CAMERAMAN-STRIPPER-PLATE-MAKER:** A thoroughly competent combination cameraman, stripper and platemaker with eight years experience as shop foreman, twenty years experience in offset work, desires connection with small or medium-sized progressive concern as working or supervisory foreman. Any location

## FOR SALE

36 x 48" Harris Two-Color

Offset Press

Available July, 1948

Model FT, Serial 111, Feed roll feeder; Pile delivery; D. C. controls; Cylinders ground .006" undersize.

In last 5 years has averaged 2,850 delivered sheets per hour on process and flat color work.

May be seen in operation on our floor.

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considered. Box 966 c/o Modern Lithography.

**CAMERAMAN:** Color or black and white, 13 years experience capable some dot etching. Desire progressive shop insuring good future. Address Box 967 c/o Modern Lithography.

**FOREMAN:** Offset pressman, two-color. 21 years experience doing fine color display work. Desire to make a change. New York area preferred. Address Box 968 c/o Modern Lithography.

**SITUATION WANTED:** With a lithographer or combination employer who needs a responsible workman. Will plan details of composition, proof-

## LITHOGRAPHIC SUPERINTENDENT

Must have practical experience in operating a modern fully equipped color plant out of town. This vacancy requires a substantial person of practical ability and a thorough knowledge of the business. Replies will be held in confidence and must give complete details as to background experience and present earnings. Address Box 979, c/o Modern Lithography 254 W. 31 St., New York 1, N.Y.

## Offset Equipment

### Priced For Quick Sale

- 41 x 54" Miehle Two Color, Dexter feeder, extension delivery
- 39 x 54" Miehle, Dexter feeder. Can be seen running
- 38 x 52" Potter, Dexter feeder, chain delivery
- 28 x 42" Harris, Model S8L, suction pile feeder, chain delivery
- 22 x 34" Miehle, suction pile feeder, extension delivery
- 17½ x 22½" Mac Webendorfer, late model
- 22 x 29" Webendorfer, Big Chief. Can be seen running.
- 11 x 17" Multilith, Model 1366, suction pile feeder
- 9 x 13" Multilith, Model 40
- Directoplate Photo Composer (Step and Repeat) machine 44 x 64" to 9 x 11"
- Robertson Vacuum Frame (new)
- 26 x 30" ..... \$262.50
- Ideal Drying Machine, No. 5. Used less than 30 days
- Tasope Whirler and Etcher. Handles plates 11 x 14"
- 24 Directoplate Camera, anastigmatic Zeiss-Tessar lens. 4 arc lamps, three 12" screens
- Lanston Plate Coating Machine. Plate size 50 x 56"
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- Phone TOwer 1-1810
- TURNER PRINTING MACHINERY, INC.**
- 2650 Payne Ave. Cleveland 14, Ohio
- BRANCHES Chicago Detroit

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ing and reproduction from salesman's proof through finished job, for first quality printed pieces. Desire to accept employment with a modern firm requiring meticulous work. Eight years in trade: halftone and commercial photography, glass and contact screens, color correction by magenta masking, color stripping, negative ruling, all on work of superior quality. Careful and steady worker. Know platemaking and press-work details. Now employed. Prefer position in Northwest. Address Box 969 c/o Modern Lithography.

**OFFSET PRESSMAN:** Desires to locate in the Far West or Coastal States. Twelve years experience in color on Harris and Webendorfer. Address Box 970 c/o Modern Lithography.

**EXPERIENCED SALESMAN,** Demonstrator, well-known throughout the East. Twelve years with national manufacturer of film calling on lithographers, offset printers, gravure, gelatine and photoengravers. Wish to represent worthwhile company selling in this field. Highest business and personal references. Box 982, Modern Lithography.

**CAMERAMAN & PLATEMAKER:** with color separation experience desires location on West Coast. Excellent reference; state union affiliation if any. Samples sent on request. Address Box 981 c/o Modern Lithography.

#### Miscellaneous:

**WANTED:** Flat bed metal lithographing press, No. 2 or No. 3. Address Box 971 c/o Modern Lithography.

**WANTED:** 17 x 22 Harris Offset Press, will pay premium price. Campbell Offset Printing Co., Inc., 222 Cedar Street, Syracuse, N. Y.

#### For Sale:

**FOR SALE:** Available next August, a 1947 ATF "Big Chief" Offset Press used very little—for experimental purposes only. Address Box 973 c/o Modern Lithography.

**FOR SALE:** One special perfecting web-fed lithographic offset newspaper press with 35" wide web and 22.777" cylinder circumference, complete with AC motor equipment, static eliminators, and folder. Can be seen in operation near Washington, D. C. Press installed new in June, 1947, being replaced by larger press. Immediate delivery. Haynes Lithograph Company, 1140 East-West Highway, Silver Spring, Md.

**FOR SALE:** One Harris offset press S-10, size 19 x 25 equipped with new Gegenheimer wash-up machine; being replaced with larger model. Press priced for immediate sale. Air-mail, phone, or wire—Progressive Lithograph—phone 1572—Box 1869—Brownsville, Texas.

**FOR SALE:** Rutherford 18 x 22 Proofing Press—Type PH #10959 Practically new—\$1800. Apply Box 974 c/o Modern Lithography.

**FOR SALE:** Davidson Offset Press, 10" x 14" practically new, 25% discount. Also Multilith Model 1250, same size and same condition, 33-1/3% discount f.o.b., Texarkana. Write Wilson Engineering Company Texarkana.

**FOR SALE:** 42" Nygren Dahly Rotary Slot Hole Perforator. First-class condition \$500. Can be seen in operation at Protectu Banknote Corporation, 4048 Schubert Avenue, Chicago 39, Illinois.

#### FOR SALE

2—Harris S7L 36 x 48 Offset Presses, high pile delevries, serial numbers 12000 and 15000, AC elec. equipment  
62" Miehle 2-Color Automatic Unit  
56" Miehle Automatic Unit  
46" No. 3 Miehle Hand Fed Presses  
29 x 41 No. 4/4R Miehle Hand Fed Presses  
27 x 41 Miller Four Track, 2-color Press  
3—No. 2 Kelly Presses  
22 x 34 Miehle Hand Fed Presses  
Miller Simplex Automatic Press  
12 x 18 Rice Auto. Unit  
Seybold 50" 10Z Auto. Clamp Cutter  
Seybold 48" Auto. Clamp Cutter  
2—Sheridan 3 Knife Continuous Book Trimmers  
Christensen Gang Stitchers  
Rosback Gang Stitcher  
Latham Model 104 and Model 1 Monitor Stitchers

#### J. Spero & Company

372 W. Ontario St. Chicago 10, Ill.  
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#### Wanted

PUBLICATION PRINTING HOUSE experienced in producing monthly magazines of 90 to 120 pages, in runs of five to ten thousand copies, predominantly letterpress but with offset division, is sought by an eastern publisher for producing one or more monthly publications. Magazines include flat color work and occasional color process work with letterpress plates furnished. Experience in converting letterpress plates for quality offset production is one of the requirements. Plant should be located within approximately 100 miles of New York City.

**WRITE BOX 972,  
MODERN LITHOGRAPHY  
254 W. 31 St., New York 1, N. Y.**

**FOR SALE:** 55" x 60" Copper Lined Plate Whirler with spray heater, etc., priced for quick sale. New 19" Goerz Artar Lens \$266. Singer Engineering Co. Complete Plate Making Equipment. 248 Mulberry St., New York, 12, N. Y. WA 5-7625.

**FOR SALE:** Grainer all metal McKinley machine tub size 80 x 92. Address Box 975 c/o Modern Lithography.

**FOR SALE:** 22 x 34" LTN Harris Offset Press. Delivered 1947 Perfect condition. Available immediately. Address Box 976 c/o Modern Lithography.

**FOR SALE:** 41 x 54" Potter Offset Press. High Serial No. Now running close register Halftone Color Process work. Available within 90 days. Address Box 977 c/o Modern Lithography.

**FOR SALE:** Bracket Stripper model T serial 869. For collating carbon-out forms. 7 stations. Maximum size sheet 20 x 20. A. C. motor in working order. \$1250. Protectu Bank-Note Corp., 4048 Schubert Ave., Chicago, Ill.

#### Education Assn. Meets

The National Graphic Arts Education Assn., at its 23rd Annual Conference on Printing Education, being held at the Hotel Pennsylvania, New York City, June 21, 22, 23, is paying tribute to J. Henry Holloway, Principal of The New York School of Printing, who retires at the close of the current school year after serving fifty years in public educational work in New York City. The conference consists of six sessions, morning and afternoon, devoted to the general theme, "Printing and Education are Inseparable."

#### C. C. Ronalds, Montreal, Dies

Charles Corbett Ronalds, 63, president of Ronalds Co. Ltd., Montreal, lithographing, printing and bookbinding firm, died May 27 after a brief illness. He was a native of Brooklyn, N. Y., and served his apprenticeship in New Jersey. He went to Canada in 1910 and formed his own firm in 1919.

Mr. Ronalds was at one time amateur light-heavyweight champion of New Jersey, and was a prominent tennis and golf player. He recently wrote a book on tennis.

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## Trade Events

Lithographers National Assn., annual convention. The Greenbrier, White Sulphur Springs, W. Va., July 21-24, 1948.

Sixth Int'l. Master Printers' Congress, Stockholm, Sweden, Aug. 1-6. Address of director: Svenska Boktryckareforeningen, Hovslagargatan 3, Stockholm.

International Assn. of Printing House Craftsmen, 29th annual convention, Hotel Cleveland, Cleveland, August 8-11.

National Assn. of Photo-Lithographers, 1948 convention, Netherland Plaza Hotel, Cincinnati, Sept. 15-18, 1948.

Mail Advertising Service Assn., 27th annual convention, Bellevue-Stratford Hotel, Philadelphia, Sept. 26-29.

Printing Industry of America, annual convention, Edgewater Beach Hotel, Chicago, Oct. 20, 21, 22, 23.

National Association of Litho Clubs, annual Convention, Mayflower Hotel, Washington, D. C., April 29 & 30, 1949.

Graphic Arts Exposition, Chicago Int'l. Amphitheatre, Sept. 24-Oct. 7, 1950.

## Litho Schools

CHICAGO — Chicago Lithographic Institute, Glessner House 1800 S. Prairie Ave., Chicago 16, Ill.

NEW YORK — New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

ST. LOUIS — David Ranken Jr. School of Mechanical Trades, 4431 Finney St., Louis 8, Mo.

### Thomas Luke of Westvaco Dies

Thomas Luke, 77, chairman of the board of West Virginia Pulp and Paper Co., died May 12 in a New York hospital following a long illness. Mr. Luke was one of six sons who joined their father, William Luke, in a family paper making enterprise, which became the West Virginia company. Thomas Luke had been in the business since graduating from the University of Pennsylvania in 1892. A director since 1905, he served 22 years as vice president and 11 years as president of the firm.



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(The Advertisers' Index has been carefully checked but no responsibility can be assumed for errors or omissions.)



"Now dat we has learned dem de game, Cuthbert, leave us depart!"

## Ace-in-the-hole . . .

**T**HE best ace-in-the-hole for any sales department is a good background of constructive advertising. Advertising done today builds the foundation for business next month, next year. On an even basis, the known firm, the known product will invariably get the nod,—especially among new customers, new buyers. And how do they become known? Advertising!

If you would develop an ace-in-the-hole for your sales department in the field of Lithography we suggest serious consideration of regular advertising in

## MODERN LITHOGRAPHY

254 WEST 31st STREET

NEW YORK 1

Member, Audit Bureau of Circulations

## Tale Ends

NATIONAL Process Co. held open house at its new plant at Clifton, N.J. May 20 for representatives of the trade press and local newspapermen. The editors arrived at the plant's cool green front lawn about 11 a.m. and, in a turning of the tables, had their picture taken by a plant photographer. The company was host to the group at a luncheon during which finished lithographed copies of the group photograph were distributed. The photo had been developed, litho negatives and plates made and hand proofs run off in the space of little more than an hour.



Archie Fay, National Process VP and sales manager was one of the guides on the plant tour. He made a wrong turn and ended up in the men's washroom when he was trying to find the bindery.



We don't see why we can't go scientific in Tale Ends once in awhile and put in footnotes<sup>1</sup> just like all the important writers do. So<sup>2</sup> we are adding footnotes to this piece to show that we know how to write long hair<sub>3</sub> stuff too. We always liked footnotes because they are so compelling. It takes the strongest type of personality to read right over a footnote reference without pausing to glance at the bottom of a page.<sup>4</sup> Isn't it annoying when a footnote is left out?



Moved recently? When you move your plant or change your mailing address don't overlook sending us an early notice so we can change our subscription records. It takes magazines three days less than forever to reach their destination these days anyway, so it's good to avoid the further delay of having them sent to the wrong address. Then they come back to us and must be remailed later.

Also, if you move into a new plant send our editorial department a note about it. We are looking for such news.

<sup>1</sup> Aren't footnotes fun?

<sup>2</sup> "So," a term loosely meaning "therefore."

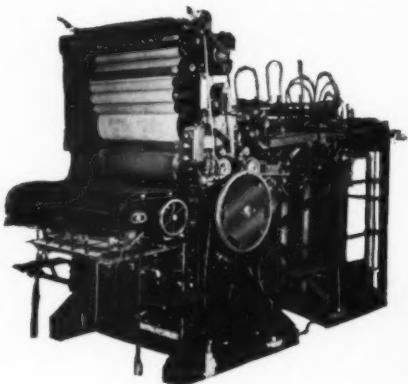
<sup>3</sup> See your local barber for further information.

# SUCCESS STORY

E.B.CO

## ...with more to come!

The Willard Offset Press originated in Gegenheimer's machine shop in Brooklyn in 1934. The first press was completed in 1935. Prior to the war, four presses were built and installed in commercial shops. After operating steadily for as long



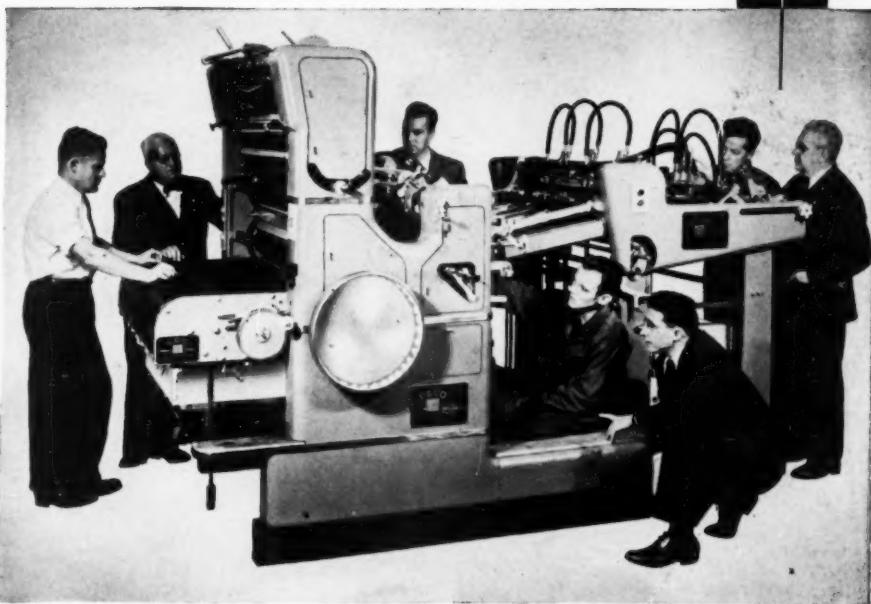
as thirteen years, the first Willard presses still continue to produce profitably for their owners.

### E.B.CO Takes The Helm

During World War II the 50-year-old Electric Boat Company purchased the Willard Press. E.B.CO redesigned and streamlined it under Gegenheimer's careful tutelage, and a complete, effective Sales and Service organization was built up.

### "REGISTERS WITH LITHOGRAPHERS"

Today E.B.CO Offset Presses are operating in principal cities throughout the world. Lithographers everywhere are attesting to the finer quality and higher production of the Press. Wherever it has been



installed, the E.B.CO "Registers With Lithographers".



### TO BE CONTINUED...

This is only the beginning of this success story. Electric Boat Com-

pany is forging ahead beyond the goals already attained... continuing to be an important supplier of high quality, high production printing machinery.

### Write for FREE BOOK



For a complete description of the E.B.CO Offset Press, attach the corner of this ad to your letterhead and mail to one of the addresses below. A copy of the booklet entitled, "Why the Lithographer Must Consider the E.B.CO Willard" will be mailed to you.

EBCO

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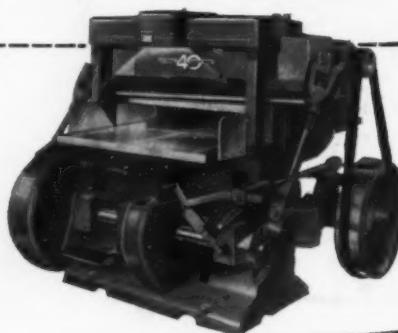
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